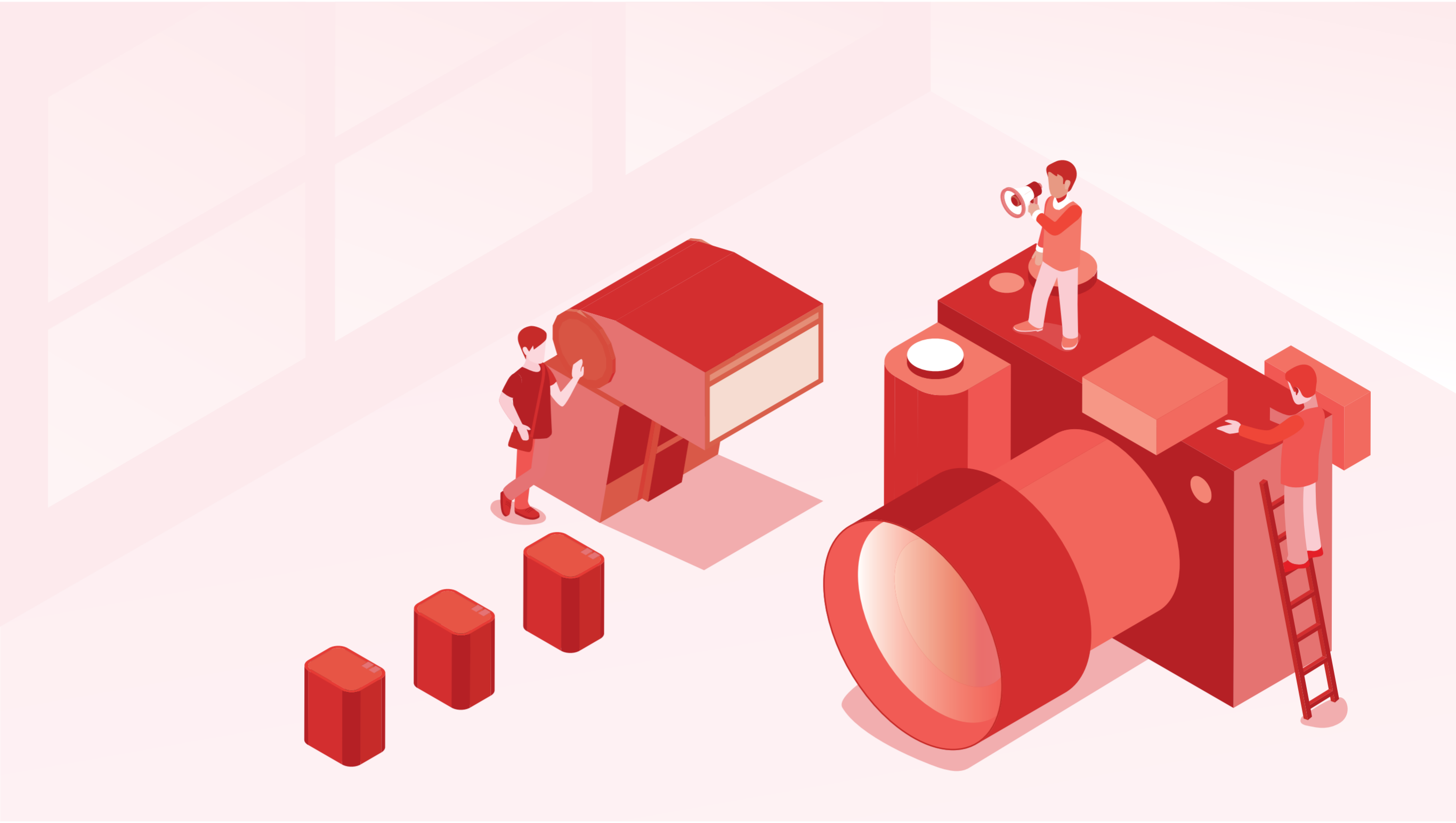


CANON

All You Need To Know About

CANON CAMERA TERMINOLOGIES



— Improve your Canon knowledge by familiarising yourself with these 12 camera terminologies and their functions

DSLR Terminologies



EOS stands for **Electro-Optical System** and has been used by Canon for its digital cameras with changeable lenses.



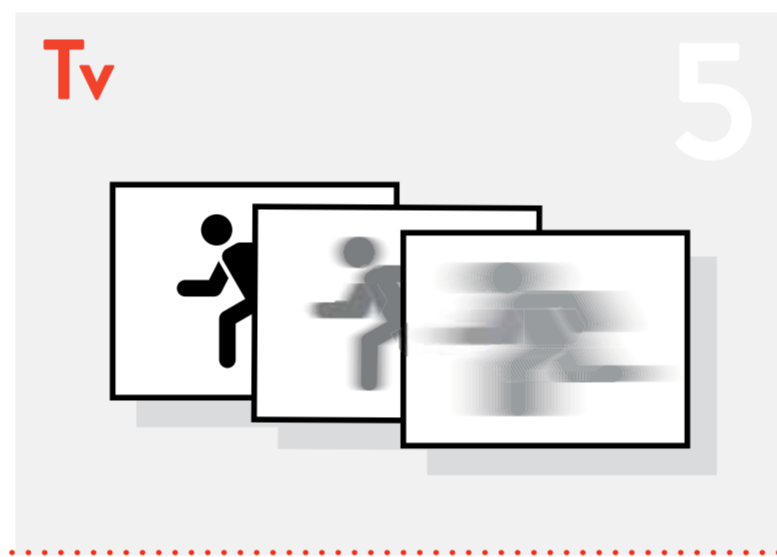
The **CR2** file extension refers to **Canon Raw image files** created by a Canon digital camera. It is **uncompressed** and very high-quality.



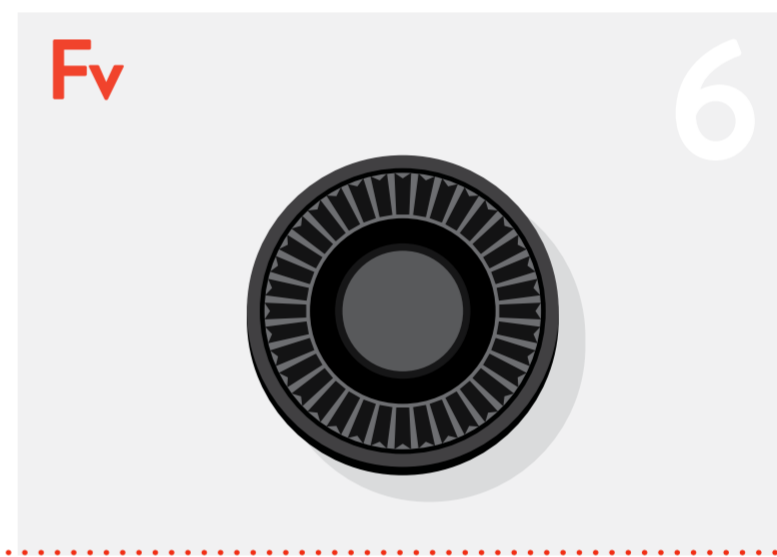
Vari-angle LCD technology refers to a **fully articulated screen** that can be tilted and twisted using a hinge and/or pivot.



Av mode, or **Aperture priority** mode, allows the photographer to set a **fixed aperture** while letting the camera decide the best corresponding shutter speed and ISO to achieve a **well-balanced exposure** for your output.



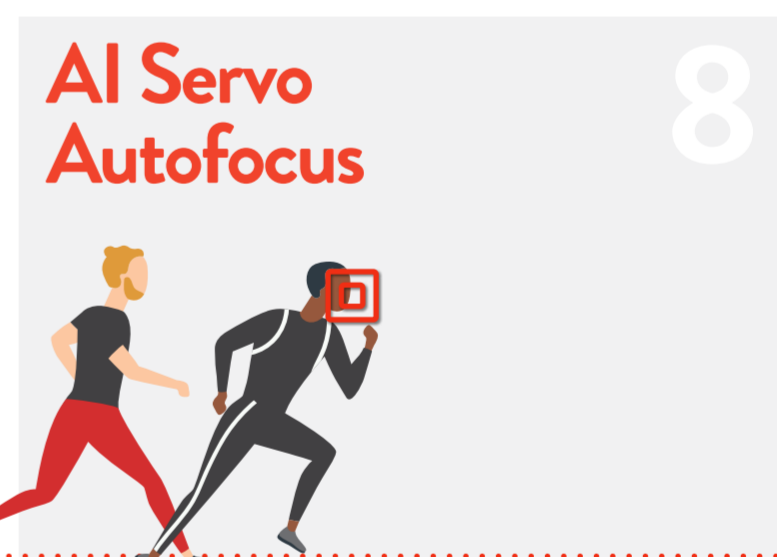
Tv mode refers to the **shutter speed priority** mode. This means the user will have **control over the shutter speed** setting while the camera works out the best accompanying aperture and ISO settings.



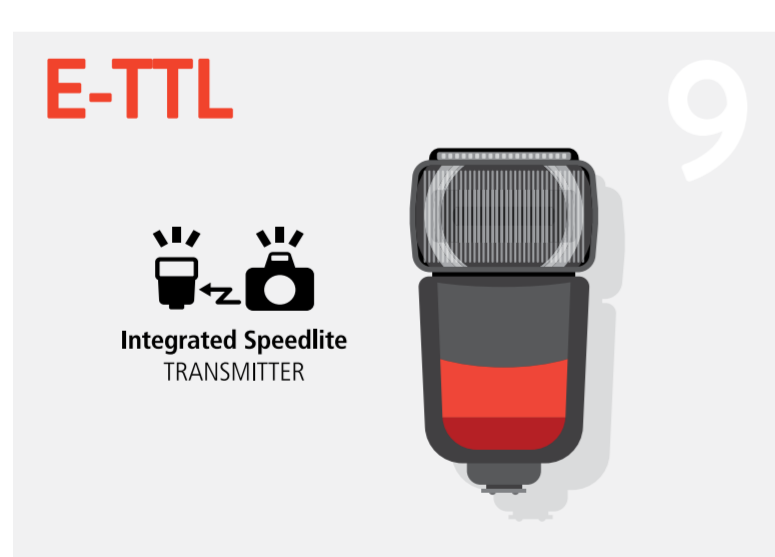
Fv mode refers to **Flexible Value**. It sets the camera to **Flexible Priority Auto Exposure** mode and allows the user to **switch exposure settings between auto and manual anytime** with a touch of a button while toggling between Program mode, Av, Tv, and manual mode.



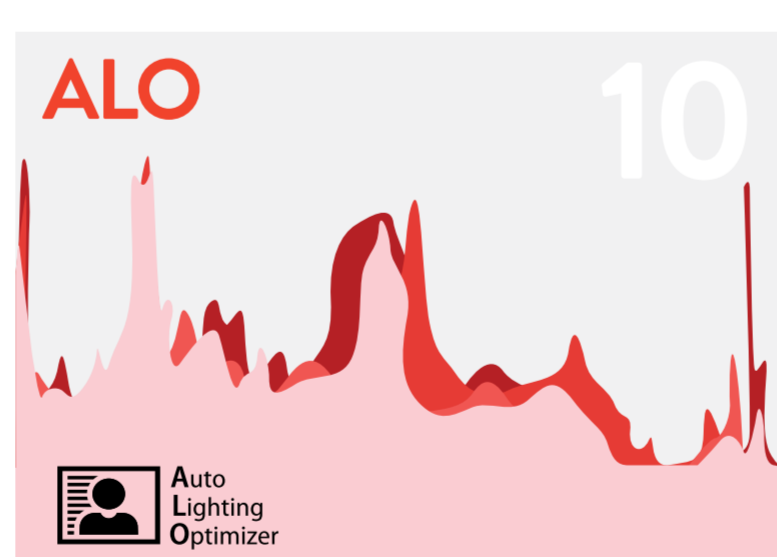
One-shot Autofocus works by **locking its focus on a single subject** or area.



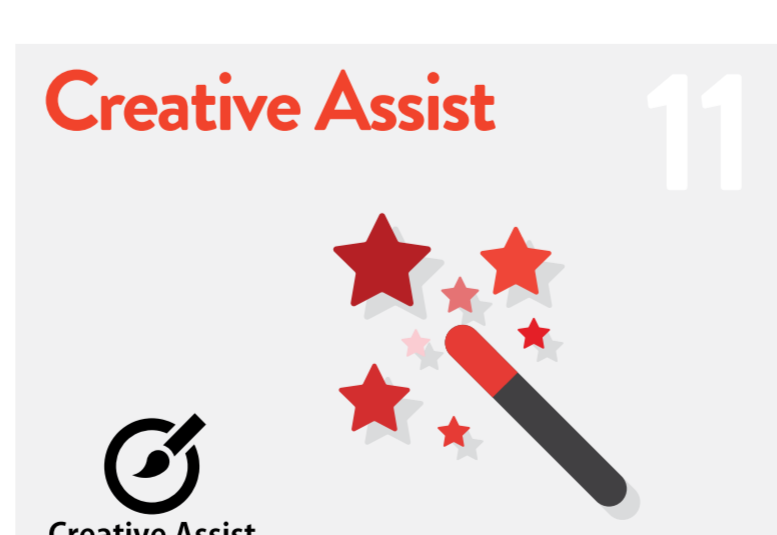
AI Servo AF tracks your selected point to ensure it is **always in focus**.



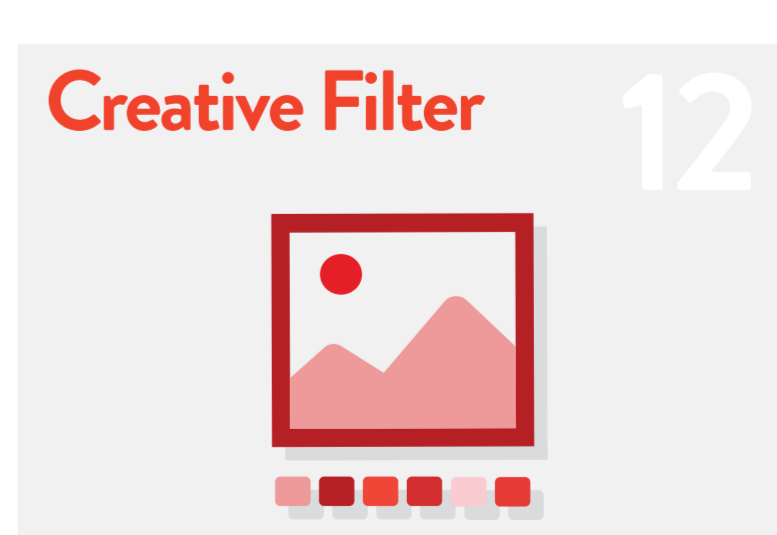
Known as **Evaluative Through-The-Lens autoflash**, **E-TTL** is a **Canon Speedlite technology** where the camera uses information obtained through the lens to **calculate how much light the flash needs** to emit for the appropriate brightness.



ALO refers to **Automatic Lighting Optimizer**, and is a feature where the camera makes **adjustments to the shadows and highlights** to even out between the brightest and darkest point of the image.



Creative Assist allows you to **adjust brightness, contrast, saturation, background blur and more within the camera's parameters** to achieve a certain style or look before photographing.



Creative Filter allows you to **apply pre-set filters** like Fish Eye, Grainy B/W, Soft Focus and more to your shots.