

CODE NO.	ITEM
C12-1862-211	Canon T80 body only
C12-1862-281	Canon T80 w/lens AC 50 mm f/1.8
C12-1862-2A1	Canon T80 w/lens AC35—70 mm f/3.5—4.5

Canon T80

AUTO FOCUS SYSTEM PICTURE SELECTOR



Specifications

Type: 35mm single lens reflex (SLR), focal-plane shutter, fully automatic autofocus camera.

Format: 24 × 36mm

Usable lenses: Canon AC and FD lenses (full aperture metering); non-AC and FD lenses (stopped-down metering).

Lens mount: Canon mount (signal transmission mechanism—AC system).

Viewfinder: Fixed eye-level pentaprism without condenser. Gives 92% vertical and 93% horizontal coverage of actual picture area and 0.83× magnification at infinity with a standard 50mm lens.

Finder information: Four-point LED; displayed to the right of viewing area.

- M (red) — Manual indicator (stopped-down, bulb, manual flash); flashes at 4 Hz.
- P (green) — AE (program) indicator when steadily illuminated. Flashes for camera-shake and over/underexposure warnings (at 1 Hz for 1/90-1/30 sec., at 2 Hz for 1/30-2 sec., and at 8 Hz for over/underexposure).
- ◇ (red) — Mode warning indicator; illuminates steadily.
- ㄣ (green) — Flash charge completion indicator; illuminates steadily.

Light metering system: Through-the-lens (TTL) full aperture (for AC and FD lenses) using silicon photocell (SPC), center-weighted average metering.

AE control system:

- Multiprogram AE, with Picture Selector System
 - (1) Deep focus (deep field of focus)
 - (2) Shallow focus (shallow field of focus)
 - (3) Stop action (stop subject motion)
 - (4) Flowing (shutter speeds of 1/15, 1/30, 1/60, 1/125 sec.)
 - (5) Standard program
- Stopped-down AE (only for lenses without FD signal pins)

Metering coupling range: EV 1-19 (with ISO 100 film and FD 50mm f/1.4 lens).

Film speed: ISO 12-ISO 1600 (in 1/3 steps). Displayed in the LCD panel when pressing the film speed setting button.

Exposure compensation: Correction of + 1.5 steps by pressing exposure compensation button.

AF system:

- Type—TTL sharpness detection system using CCD elements.
- AF operation—Activated by pressing shutter button halfway down when using AC lenses.
- AF modes—One-shot, servo, manual. (During continuous shooting in servo, the camera maintains the original focus for all shots, even if the distance to the subject changes.)
- AF focus signal—Electronic beeper tone. Can be turned off by simultaneously pressing the film speed setting button and AE mode selector.
- AF ranging brightness range—EV 4-18 when using the AC 50mm f/1.8 lens; EV 5-19 when using the AC 35-70mm f/3.5-4.5 and the AC 75-200mm f/4.5 lenses (ISO 100).

Shutter: Vertical travel focal plane shutter with full electronic control (Canon EMAS-II).

Shutter speeds: Automatic—1/1000 sec.-2 sec., continuously variable.
X-sync—1/90 sec.

Self-timer: Electronically controlled, with a delay of approx. 10 sec.

Film loading and first frame positioning: Automatic. After the film has been positioned and the back cover closed, the film is automatically advanced to the first usable frame and then automatically stopped. Three blank frames are advanced. The frame counter display then reads "1".

Film wind: Automatic using built-in motor, enabling continuous shooting. Confirmation by floating bar marks in LCD panel. When the end of the film is reached, the film-load indicator and the frame counter number in the LCD panel start flashing. A beeping sound is also emitted.

Film rewind: Automatic using built-in motor. Automatic stop after film has been rewound into the film cartridge. Rewind completion is indicated in LCD panel.

Power source: Main power source—Four AAA-size batteries. Alkaline batteries are standard but carbon-zinc may also be used. Memory backup—Built-in lithium battery (BR-1225 or CR-1220); battery life is approx. five years.

Battery check: By pressing the battery check (BC) button. Three energy levels are shown by bar marks in the LCD panel.

Automatic flash:

- Program flash AE—With the Speedlite 277T or 244T. After sending out an infrared pre-flash to calculate the distance and reflectivity of the subject, the 277T or 244T sets the aperture and 1/90 sec. shutter speed automatically. When out of shooting distance range (too far away), a warning (indicated by the "P" flashing in the viewfinder display) is given.
- Electronic flash AE—With the 277T in "F/NO. SET" mode, or with other Canon Speedlites, shutter speed is set automatically to X-sync and aperture to the f/stop that has been set on the flash.

Remote control: Possible with three-terminal contact for remote control. Remote Switch 60T3 is required.

Back cover: Removable, with memo holder. Opened by sliding latch with safety lock.

Dimensions: 141 (W) × 102 (H) × 54.7 (D) mm (5-9/16" × 4" × 2-1/8")

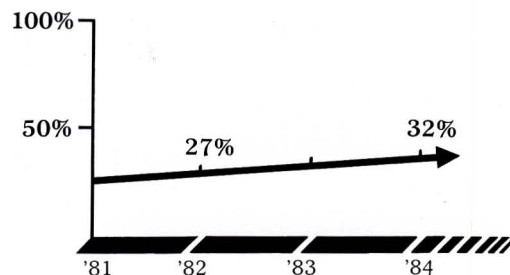
Weight: 555 g (19-9/16 oz.) body only.

Subject to change without notice.

The situation facing Canon — and you.

Canon's worldwide 35 mm SLR market share has been steadily increasing.

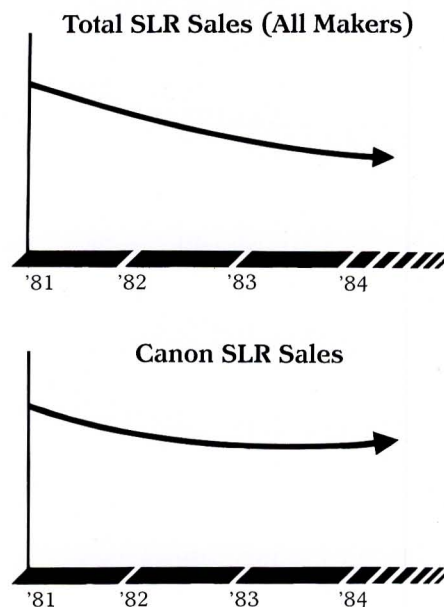
Fig. 1



Over the last two years, Canon has increased its total 35 mm SLR market share (based on shipments worldwide) by five percent—from 27% to 32%, and continued growth is expected. This fact would seem to indicate that Canon is in a very desirable position, but certain market trends prove otherwise, as shown below.

In general, 35 mm SLR camera sales in the world have been declining.

Fig. 2



The years 1978—1980 saw rapid sales growth in the SLR market worldwide, and a corresponding expansion in the number of SLR camera models offered by various makers. From about 1981 to the present, however, there has been a significant drop in SLR sales, and new products introduced by makers have not been strong enough to reverse this trend. As a result, while Canon's market share has indeed been increasing—reflecting Canon's strong performance vis-a-vis other manufacturers—the company's sales have not actually been growing at the same strong pace.

The character of the 35 mm camera market is changing.

Fig. 3

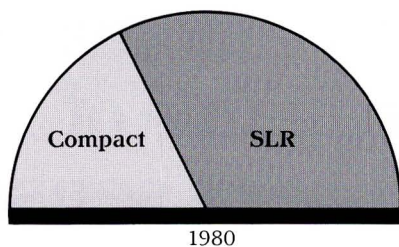
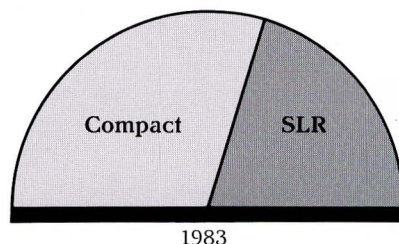


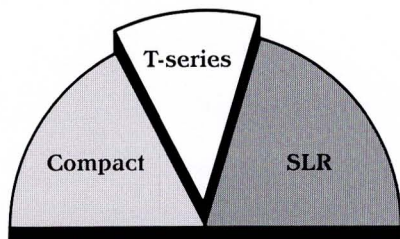
Fig. 4



One of the reasons why SLR sales have been decreasing is that the 35 mm market as a whole has undergone some fundamental changes. In 1980, for example, SLRs accounted for a majority of sales, while 35 mm compact cameras—both the semi-automatic miniature type and the fully automatic type—accounted for the rest. By 1983, however, the situation had reversed. Due in part to a tremendous growth in the number of fully automatic 35 mm compact cameras on the market, and to various refinements in their performance, sales of compact cameras had increased to the point where they accounted for the majority of sales...and SLRs the minority.

Canon's T-series has been designed to appeal to a significant new market segment.

Fig. 5

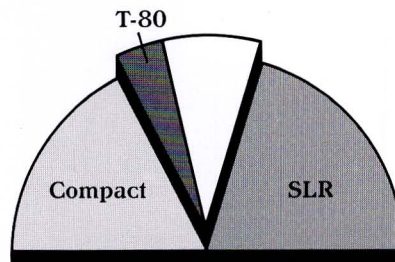


The aforementioned unfavorable trend can be accounted for by the fact that there is a relatively new segment of users whose needs were not being met. These users like the automatic features provided by 35 mm compacts, but they also want the freedom of expression associated with 35 mm SLRs. They may have even at

one time ventured into SLR photography themselves—or have a friend who did. But the result was frustration... frustration at not being able to handle all the variables of SLR photography. To meet the needs of these people, Canon developed the T-series concept...a concept that would guide the design of cameras that are decidedly easy to use, yet which offer great flexibility in ways to capture an image. One reason why Canon T-series cameras are easy to use is that they are programmed cameras—the user does not have to worry about aperture and shutter speed. To simplify operation, the previously introduced Canon T50 features auto load and auto wind, while Canon's T70 has auto load, auto wind and auto rewind. In fact, the only function not to be automated—up until now—is the focusing mechanism.

Canon has identified a new group of potential T-series users.

Fig. 6



Now Canon has taken the T-series concept a step further, and developed a 35 mm SLR camera that is totally automatic—exposure, film load, film wind, film rewind, and focusing...everything! This new camera—the Canon T80—is designed to appeal to those people who have always felt that they were capable of capturing the exceptional image on film, but who lack the knowledge of camera hardware to produce good results.

Note: Figures 5 and 6 are notional figures, and they do not have anything to do with actual percentages regarding market share or total sales.

**You are selling a concept:
the Canon T80 is a totally automatic
35mm SLR camera capable of
responding to a photographer's senses.**



Canon had one basic development objective for the T80, and that was to offer great flexibility in capturing an image to the photographer who, for whatever reason, does not have a substantial understanding of camera hardware. To meet this requirement, the T80 embodies the following combination of innovative, automatic features and traditional SLR characteristics:

- **Picture Selector System for programmed automatic exposure offering a choice of five photographic techniques**
- **TTL Autofocus System with dedicated Canon AC interchangeable lenses**
- **Auto Film Load, Auto Wind and Auto Rewind**
- **A clean, uncomplicated layout with a minimum of controls**

When communicating these main sales points and all the other Canon T80 features to your prospects, it is important that you do so in the context of the T80 concept. That is, relate to your customers how each feature works to let them express their own photographic sense easily. Take the time to explain the many image possibilities the Canon T80 offers, and show actual photo examples whenever possible.

This manual outlines the many advantages of the Canon T80. By combining the information contained herein with your own enthusiasm for photography, and by communicating *both* to your prospects, you will be able to take advantage of the great sales potential of a significant new market segment.

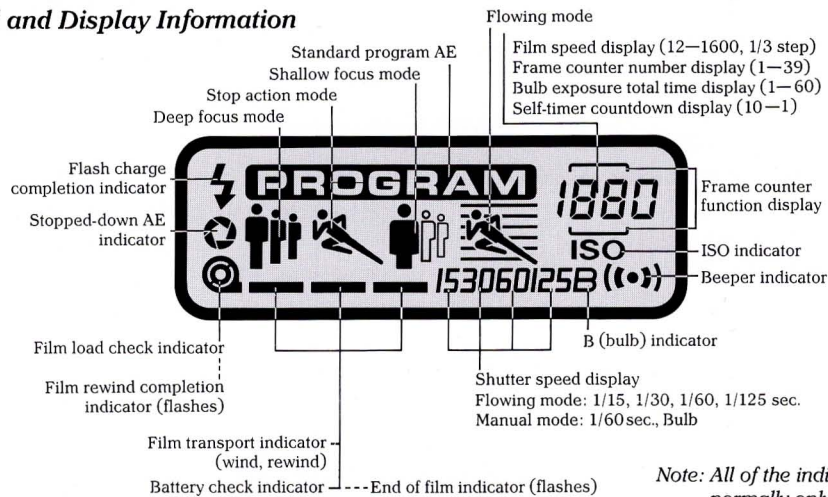


SELLING POINTS

The Canon T80 makes 35 mm photography a simple two-step operation—yet still offers great freedom of expression.



LCD Display Panel and Display Information



Note: All of the indicators are shown above, but normally only the information needed at a particular time is displayed.

Five-program Picture Selector System for Auto Exposure communicates information in easy-to-understand terms.

The Canon T80's five-program Picture Selector System uses LCD pictographs to symbolize the most widely employed photographic techniques—deep field of focus, shallow field of focus, stop action, flowing technique, and the standard approach—and clearly presents to the photographer all of the options for a particular photo situation. The user simply chooses the pictograph that most closely resembles the actual image at hand and the way he or she wants to capture that image.

Deep field of focus—All of the figures in the pictograph can be seen, indicating that all will be in focus. This mode favors small apertures to give maximum field of focus.

Shallow field of focus—In the pictograph for this mode, the image in front is clearly silhouetted, and the others fade away. Large apertures are favored to achieve a shallow field of focus.

Stop action—A sprinter is frozen in one spot in the pictograph for this mode. Fast shutter speeds—fast enough to stop quick action—are favored.

Flowing technique—The pictograph for this mode features a sprinter with flowing lines. This mode sets an aperture to match the shutter speed selection made by

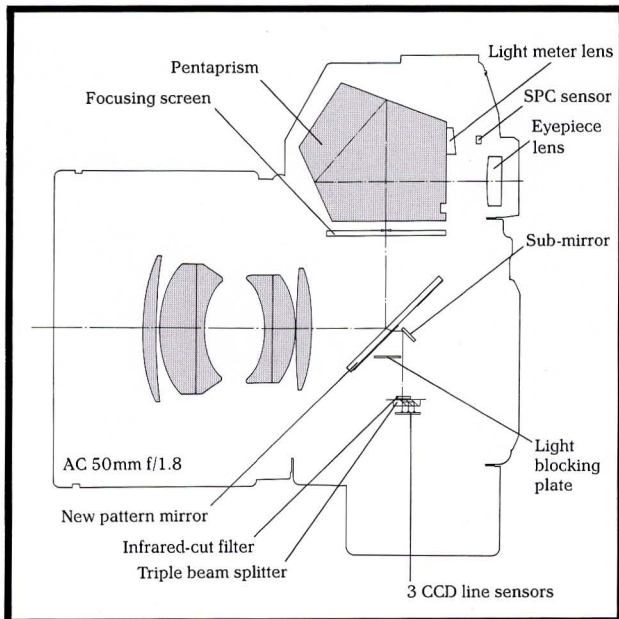
the user—either 1/15th, 1/30th, 1/60th, or 1/125th of a second.

Standard approach—The pictograph logo “PROGRAM” is the indication for this mode, which takes the middle road in selecting aperture/shutter speed combinations.

The display panel is maintained on “active” status in all camera states—the pictographs remain in the display at all times in a semi-darkened condition, with only the pictograph for the selected mode being completely dark. To ensure easy operation, numerical information has been kept to a minimum: film speed, the four shutter speeds of the Flowing AE mode, frame counter number and self-timer countdown. A beeper indicator appears to reconfirm that correct focus has been achieved, that the self-timer is operating, and that the end of the film roll has been reached.

When explaining the LCD panel to your prospects, be sure to show how each pictograph relates to a specific type of photographic situation—and how the pictographs can actually help them to form a mental image of the desired result. You'll be able to make your presentation much more effective if you have a photo book (or your own photo album) on hand.

Autofocus and Light Metering Optical Systems



Totally new Autofocus system that works with any one of three dedicated lenses.

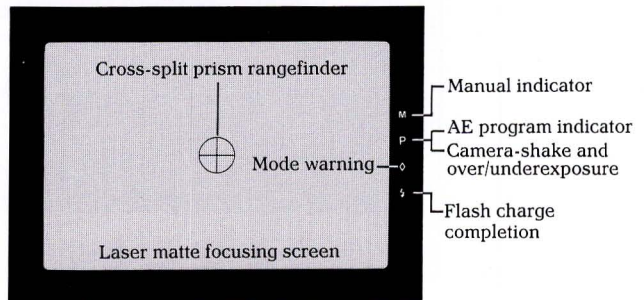
This TTL Autofocus system, which is activated when the shutter button is pushed down halfway, automatically gauges subject contrast in order to calculate the distance to the subject and adjust focus. Light from the subject passes through the lens, with a portion of it split off at the new pattern mirror and passed down to the ranging sensor unit in the bottom of the mirror box. Three CCD line sensors—which can be thought of as the “eyes” of the system—detect focus sharpness and send that information on to the T80’s microprocessor. The microprocessor in turn compares the sharpness value received from each of the three sensors and produces command signals that automatically adjust the lens accordingly. (Each of the three dedicated autofocus lenses has a built-in micromotor, with power being supplied by the batteries in the camera body. This design helps realize overall lens compactness.)

The most important aspect to make your prospects aware of is the fact that this system can be used with all Canon AC autofocus lenses. In addition, the entire line of over 50 Canon FD wide angle, telephoto, zoom and macro lenses can be used with the T80. As with the Picture Selector System, it is a good idea for you to show sample photos (that you yourself have taken or from a photo book) to your customers to demonstrate to them the range of expression the three different lenses and various focal lengths offer.

Light metering

The Canon T80 utilizes the center-weighted average metering system for measuring light. Subject lighting is measured by an SPC located above the eyepiece (the same as with Canon A-series cameras). Communicate to your prospects that sensitivity is concentrated on the central picture area—the normal subject position—and diminishes toward the edges.

Finder Display



Bright finder

The Canon T80 employs a laser matte focusing screen to provide a clear and bright view of the subject, and an information display is located to the right and outside of the viewing area. With the exception of the Standard Program mode, all program modes give a viewfinder mode warning—the \diamond symbol—if the desired photographic effect can not be achieved. (An example of this would be if the user is taking pictures indoors and sets the T80 at the Deep Focus mode to get a great depth of field. In a case like this, there will not be enough light to obtain a great depth of field.) Other information includes AE program indicator, camera-shake and over/underexposure warnings, and flash charge completion indication.



SELLING POINTS

Communicate to your prospects how each Canon T80 feature contributes to easy operation.



Main switch (L, A, SELF)

Rewind switch safety lock button

Rewind switch

Auto film load

The film is loaded by placing the film in the film chamber, drawing the film leader across and aligning it with the orange mark, and closing the back cover. The T80's built-in motor will automatically fire off several blank frames to advance the film to the first usable frame.

Auto film wind

The built-in motor also winds the film on to the next frame after each shot. When the shutter button is held down to take continuous exposures, the T80 will average approximately 1.2 frames per second. Winding

automatically stops when the end of the roll is reached (this is reported by an electronic beeper and the flashing of the frame counter digits and bars in the LCD display).

Auto film rewind

The film is rewound by depressing the rewind switch safety lock button and, at the same time, sliding the rewind switch to the right. When film rewinding is complete, the cartridge symbol in the LCD display will begin to flash.

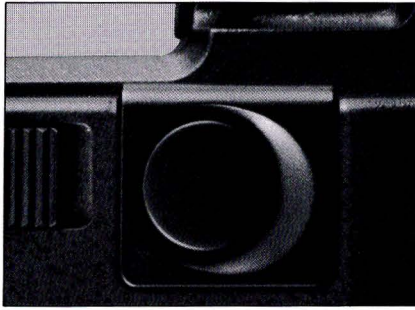


Clean, uncomplicated exterior design

One aspect of the Canon T80 that will surely catch the attention of your prospects is its exterior design—the Canon T80 features a clean, uncluttered layout...a flush surface design without confusing dials and numbers. Communicate to your customers that controls have been kept to a minimum to simplify operation, and that every camera operation can be made with easy-to-use pushbuttons and slide switches.

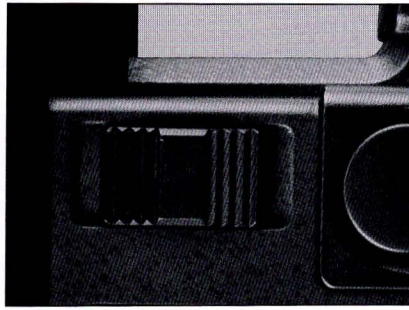
SELLING POINTS

Other design elements to highlight for your prospects.



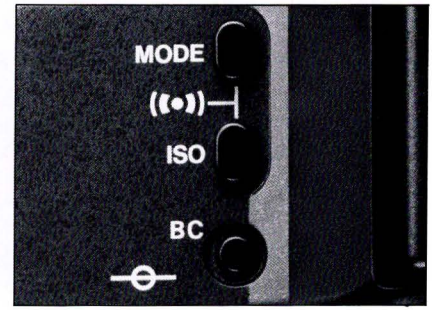
Soft-touch shutter release button

Metering, focusing and the viewfinder display are activated when the button is pressed down halfway, and depressing it fully releases the shutter.



Slide switch

This sliding switch is used to select an AE program mode (while simultaneously depressing the AE mode selector), to set the film speed on the camera (while simultaneously depressing the ISO button), or to select a shutter speed in the Flowing AE mode.



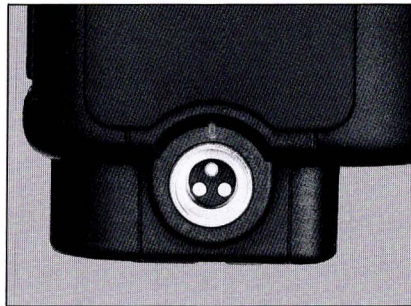
Mode/ISO/BC buttons

Located on the top of the T80 on the left side are three buttons—the AE mode selector is used for selecting any one of the five AE program modes, the ISO button is used for setting the film speed on the camera (from ISO 12—1600), and the BC button is used for checking the battery energy level.



Comfortable grip

The T80's large, non-slip grip enables the user to maintain a stable, secure hold on the camera in all kinds of shooting situations.



Remote control terminal

By plugging Canon's Remote Switch 60T3 cable into the remote control terminal, the user can control the T80's shutter release from a remote location.



Battery chamber

The battery chamber on the bottom of the T80 holds four AAA-size batteries, which drive all circuits within the camera body and also the lens motor.



Main switch

To turn the T80 on, move the main switch from the "L" position (where the shutter release is locked) to the "A" position. Move it to the "⊙" position to use the self-timer function.



Exposure compensation button

In cases where the background is particularly bright and the subject is strongly backlit, this button can be used to ensure better exposure for the subject area.

SELLING POINTS

Demonstrate to your prospects how easy it is to use the Canon T80, and discuss with them the many image possibilities within their reach.

After explaining the Picture Selector System for automatic exposure and the Autofocus system to your prospects, demonstrate how easy it is to use the T80. With a test roll of film, go through the procedure of loading the film in a clear and concise way.

- 1) Point out that the T80 has a built-in motor to handle Auto Film Load, Auto Wind and Auto Rewind.
- 2) Next, pick out a subject in your store, and have your customer choose the appropriate AE mode. (For practical purposes indoors, the mode will most likely be either Shallow Focus or Standard Program; nevertheless, discuss many different types of subjects and which modes would be appropriate.)
- 3) Let the prospect set the mode on the camera by himself or herself. This is accomplished by pressing down the AE mode selector on the top of the camera and, at the same time, moving the slide switch either left or right.

- 4) Then have the prospect raise the camera to eye-level, get the subject in the viewfinder, and press the shutter button down halfway to focus. When focus is correct (an electronic beeper will verify this), the prospect can then push the shutter button down the rest of the way to take the picture.

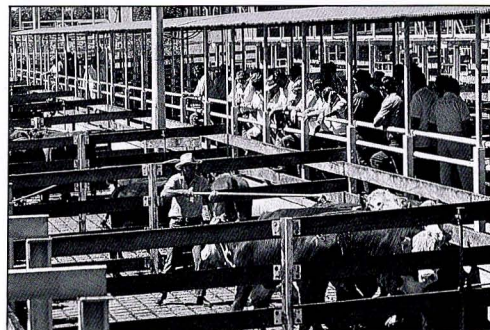
In addition to an explanation of camera mechanisms, your sales talk should include a discussion about the wide range of photo techniques that the T80 offers. Following are a few photo examples and some of the basic points that you will probably want to make.



Deep Focus

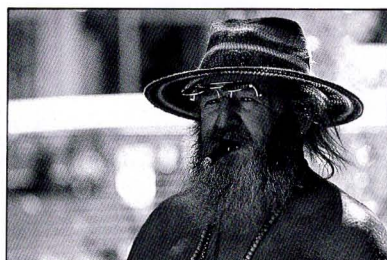


There is a good possibility that many of your Canon T80 prospects will be unaware of photography terminology that we take for granted, such as "depth of field" or "field of focus". When talking to your customers, therefore, try to use easy-to-understand terms. For "field of focus", for instance, you can first refer to it as a "zone of sharpness" within a picture. In your discussion of the T80's Deep Focus mode, communicate that it is the mode to use for expansive landscape shots, "bird's-eye view" photos, and for photographing people or subjects that are lined up in a row or spread out.



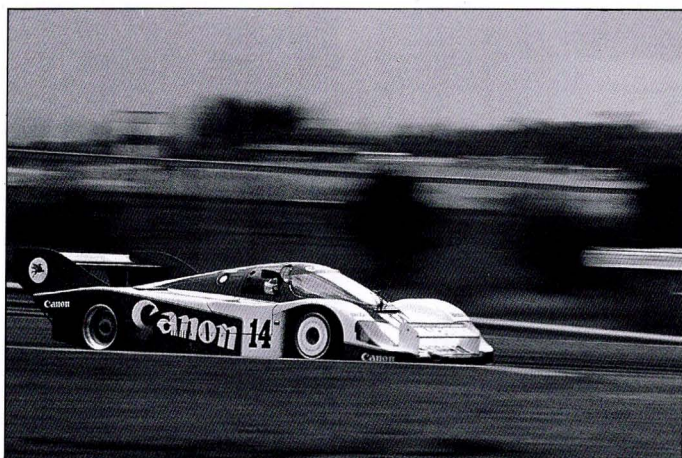
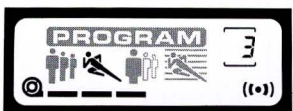
As you know, a shallow field of focus is well suited for personal portraits, for emphasizing an expression or highlighting a point, and for cutting out unwanted background items. When making these points as you discuss the T80's Shallow Focus mode with your customers, you can also give them some simple tips about framing ("head and shoulders" for portraits), background (a simple, pleasant-looking one is usually best), and lighting (slightly backlit situations can be captured very effectively with this mode).

Shallow Focus

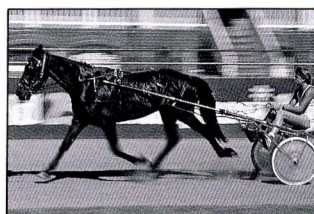


When talking with your prospects about the Stop Action mode, it is probably a good idea to give a very basic explanation of how this mode actually "stops action"—namely, that a fast shutter speed is chosen so that action is not blurred. Even novices will be at least somewhat aware of how this type of technique is used in freezing interesting sports action, and you will of course want to cover the point. Something to point out, though, is that this mode is also ideal for turning an everyday occurrence—a bird landing on the edge of a birdbath, for instance—into a striking image.

Stop Action



Use of this mode, which involves selecting one of four shutter speeds (1/15th, 1/30th, 1/60th, and 1/125th of a second) and, in most cases, panning with the subject, will be the most difficult for your customers to handle. There are three ways this mode can be used: in one, the camera's position is fixed and the photo is taken as the subject moves in front of the camera—blurring the subject and keeping the background clear. The second way is to follow the moving subject with the camera, keeping it in focus and blurring the background. With the third method, the camera is moved as in the second but more slowly, so that both subject and background are blurred.



Flowing



SELLING POINTS



Many of your customers will probably get caught up in the excitement of discovering the possibilities of the aforementioned modes, and this is of course great! Nevertheless, the Standard Program mode, too, should also be discussed during your sales talk. Communicate to your prospects that this is the mode to use when they want an approach that approximates the human eye. This mode is also ideal for capturing fleeting photographic moments, and for when the user has no particular effect in mind.



Standard



Flash photography

Available for use with the Canon T80 is the Canon Speedlite 277T. Demonstrate to your prospects how easily this optional flash unit attaches to the T80, and communicate to them that it can be used in pitch dark conditions, or to provide fill lighting for daylight subjects.



Command Back 80

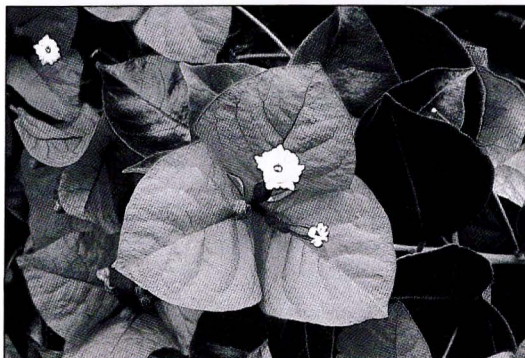
The optional Command Back 80 is a specially designed data module that provides timer functions (self-timed shutter release and fixed interval shooting) and also enables data imprinting. Therefore, when discussing the Command Back 80 with your customers, communicate to them that it 1) expands their creative freedom, and 2) helps them remember when a particular photo was taken.



Imprinted data simulated.

Macro capability

Two of the Canon T80's dedicated Autofocus lenses—the AC 35—70mm f/3.5—4.5 zoom and the AC 75—200mm f/4.5 zoom—have macro capability. Communicate to your prospects how these lenses let them get extra-close to a subject for greater detail (as close as 39cm with the 35—70mm lens), and discuss with them possible subjects (such as flowers).



Questions your prospects will have, and the answers you should have ready.

Q1. What can you tell me about camera operation if I want to use an FD lens mounted on the T80?

- A1. When the aperture ring is set to the "A" mark on the FD lens, operation of the Picture Selector System is the same as with an AC lens. Focusing is manual using the cross-split focusing aid (and without relying on the beeper sound). If the aperture ring is disengaged from the "A" mark, the Command Back 80's long release timer mode can also be used.

Q2. Why is there a cross-split focusing aid incorporated, even though this is an autofocus camera?

- A2. The cross-split focusing aid was included to help in manually focusing FD lenses, and to serve as the autofocus frame when using an AC lens. (The horizontal line of the cross-split is where the rangefinder field falls.)

Q3. How do you use AC lenses with other Canon cameras?

- A3. The AC lenses can be used with shutter-priority and programmed cameras just like FD lenses—they just have to be manually focused. They can also be used with the Canon A-1 by dial-setting the aperture-priority mode. As a general rule, the AC lenses can't be used with other cameras not mentioned.

Q4. What is the operating range of the AF system? Could you explain using an example?

- A4. The Canon T80's AF system will cover just about all typical situations. In other words, it will operate under lighting conditions ranging from normal indoor situations to summer beach scenes.

Q5. When using the T80 in cold weather conditions (approximately -20°C), about how much will the performance of the AF system and Picture Selector System drop?

- A5. In extreme cold, the response of the AF system will slow somewhat as a result of reduced battery function in such situations, and changes in the LCD panel items (including the Picture Selector System's pictographs) will be somewhat slower, too. Compared with LCD units typically used in wristwatches, however, the performance of the T80's LCD is far better in cold environments.

Q6. Why does focus-lock engage when using the servo AF mode for continuous shooting?

- A6. When holding down the shutter button and shooting pictures in rapid sequence, the up and down motion of the mirror momentarily cuts the path between the subject and the AF system sensor unit. Focus-lock is used to prevent ranging errors (focusing errors) that can result from this.

Q7. How should the servo and one-shot AF modes be used for best results?

- A7. The one-shot mode should be used for most typical picture situations, and for focus-lock when the subject is framed outside of the center of the finder. But if the subject is moving and has to be followed (and focus continually adjusted until the right instant), the servo mode should be used.

Q8. If the shutter is released while the mode warning (\diamond symbol) is displayed, what will the result be?

- A8. The picture will be correctly exposed unless the "P" blinks at 8Hz (out of AE coupling range warning), but the intended photo effect (as designated by the Picture Selector System selection) will not be obtained.

Q9. Why were the smaller AAA-size batteries selected for use with the T80? Also, taking into account that the batteries also drive the AF lens motor, what about battery life?

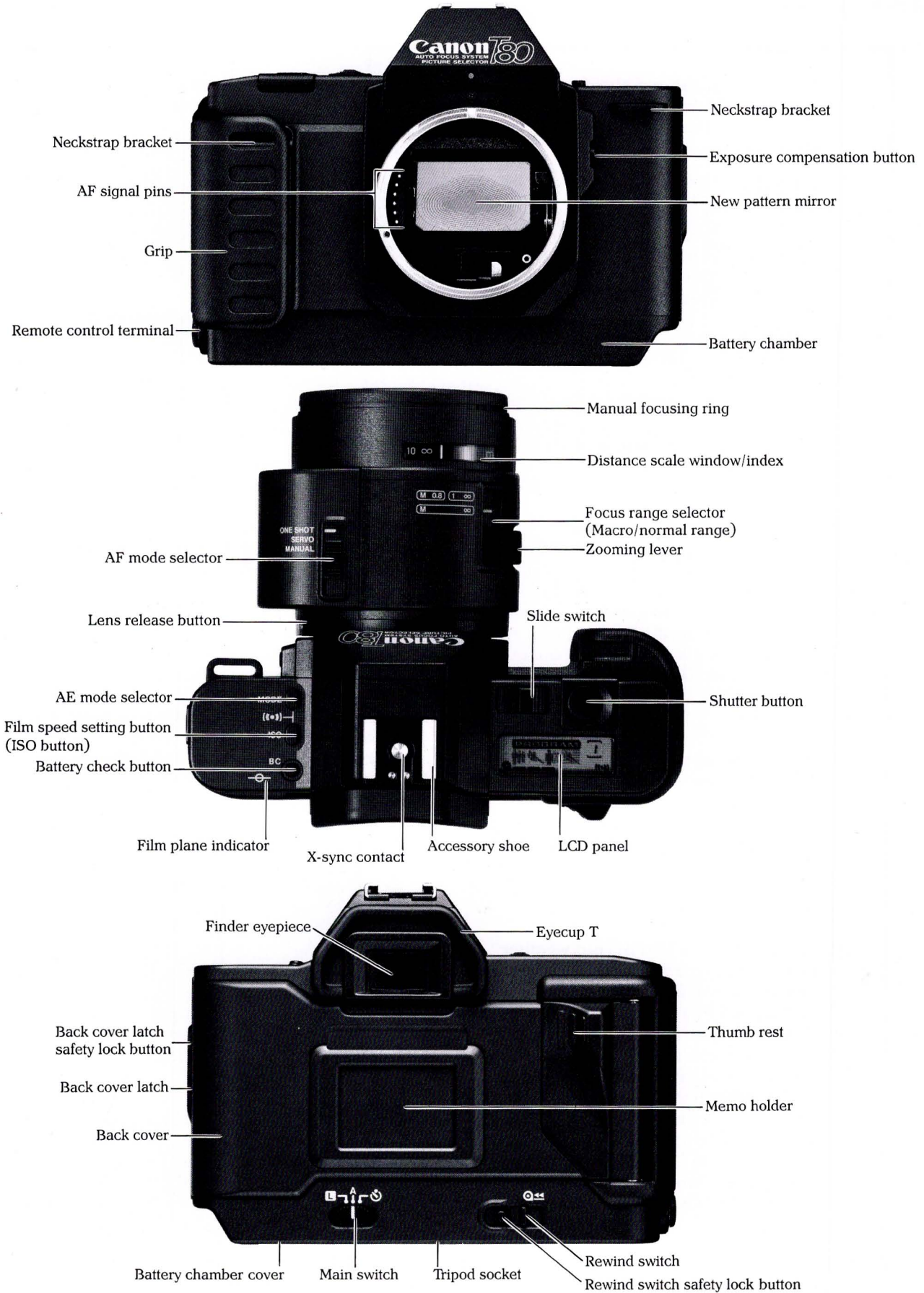
- A9. The smaller battery size was selected to make the camera smaller and lighter overall, but energy-efficient circuit designs help ensure that one set of batteries can handle approximately 60 rolls of 24-exposure film—even with auto wind and AF lens operation. With 36-exposure film, about 40 rolls of film can be used on one set of batteries, so battery life is no problem.

Q10. When the AC lens is dismounted, a "60" and "B" appear in the display. What do these indicate?

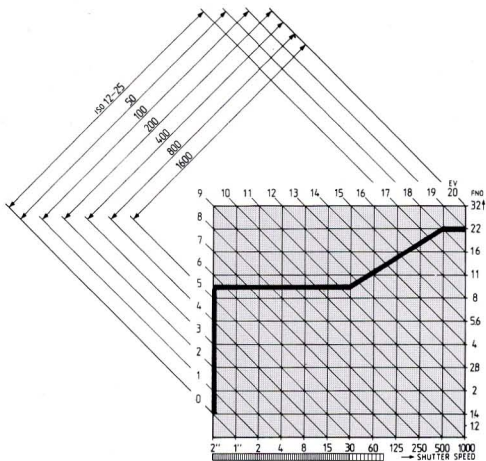
- A10. In this case the camera becomes manually operable, which is not possible with the fully automatic AC lenses. When FD lenses are used with the aperture ring disengaged from "A", the "60" indicates common flash sync speed, and "B" indicates that the camera can be used for bulb (time-exposure) exposures.

NOMENCLATURE

(with AC 35—70mm f/3.5—4.5 lens)

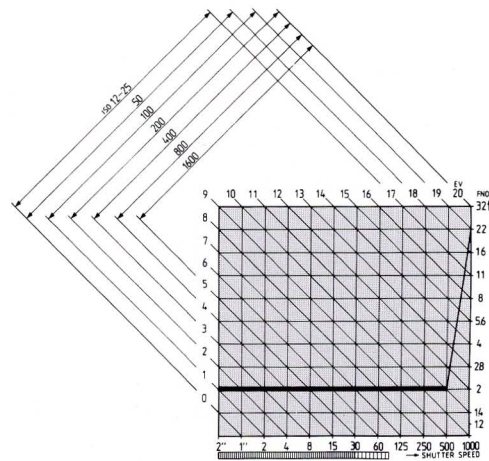


EV Tables



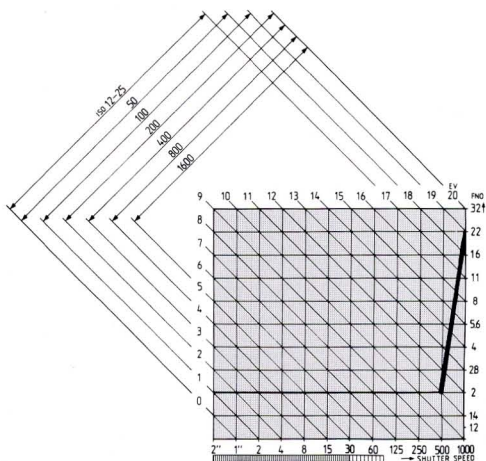
Deep Focus

As indicated by the EV table above, this mode favors small apertures to give maximum field of focus. When the deep field of focus effect can not be obtained (at EV less than 5.5), the mode warning appears in the viewfinder display.



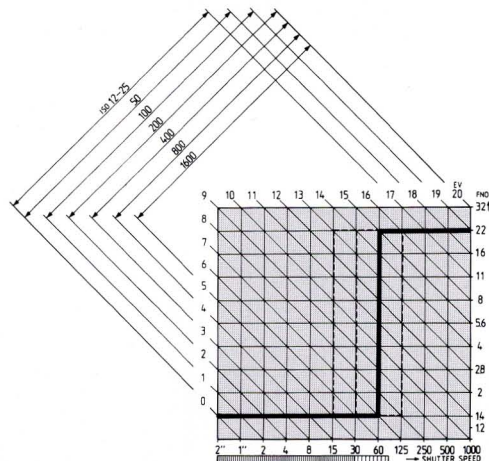
Shallow Focus

Characteristics favoring fast shutter speeds (at $f/2$) are used to obtain a shallow depth of field. Since the desired effect of this mode is shallow focus, the mode warning appears in the viewfinder display for apertures smaller than $f/2.8$.



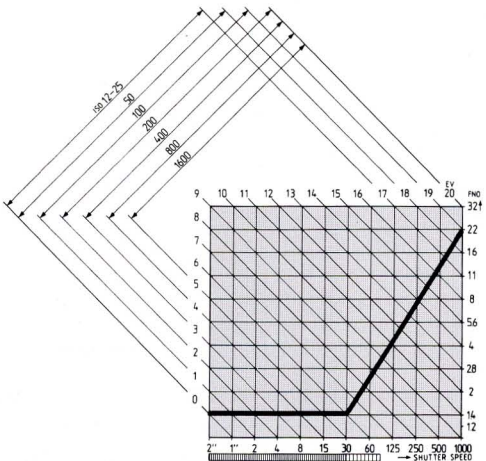
Stop Action

This mode favors fast shutter speeds—shutter speeds fast enough to freeze action. The mode warning appears in the viewfinder display when the shutter speed chosen is less than 1/250th of a second.



Flowing

This mode has four selectable shutter speeds—1/15th, 1/30th, 1/60th, and 1/125th of a second. The solid line in the EV table shows the program characteristics for a 1/60th of a second shutter speed setting, and the dash lines show the characteristics for the remaining shutter speed selections. When the aperture value automatically set to complement the shutter speed setting exceeds the aperture range of the lens in use, shutter speed is automatically shifted to maintain proper exposure. (Since the activation of this safety mechanism changes the shutter speed set by the operator, a warning is provided by the mode warning indicator.)



Standard Program

As subject lighting changes from dark to bright, the aperture remains initially at $f/1.4$ as shutter speeds increase to faster settings. The camera-shake warning is set at 1/90th of a second.

(with FD 50mm $f/1.4$ lens)

SELLING POINTS

Accessories make the Canon T80 even more versatile—and marketable.



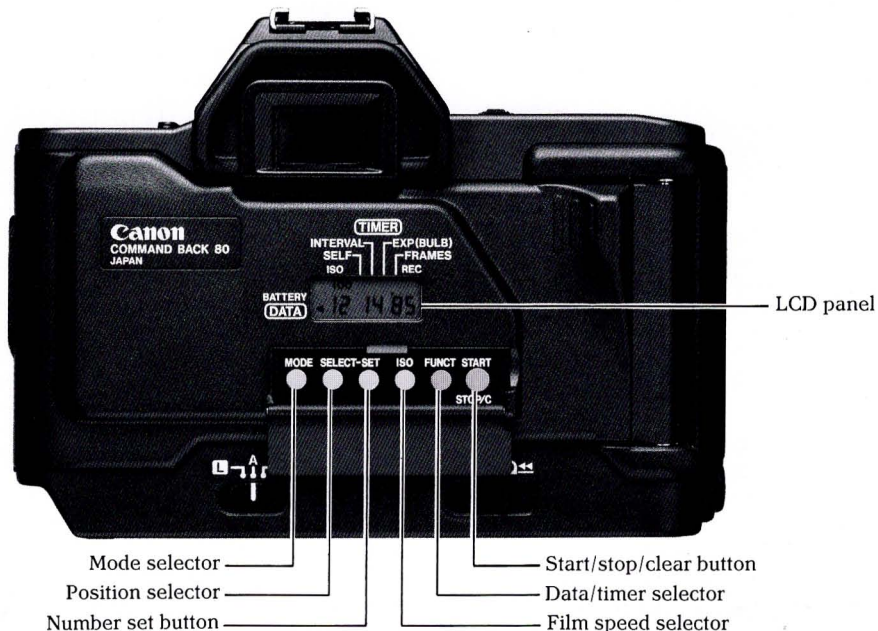
Canon Speedlite 277T

The optional Canon Speedlite 277T attaches easily to the Canon T80, and can be used in pitch dark conditions, or to provide fill lighting for daylight subjects. After it is attached and turned on, the user simply presses the shutter button down halfway—the flash unit will automatically gauge the need for light in that particular instance and relay the details to the T80.

Specifications

Guide number: 25 (ISO 100 • m) or 41 (ISO 25 • ft) **Flash coverage angle:** Covers the field of view of 35mm lens in the 35mm format. **Recycling time:** 0.5 sec to 8 sec when using new alkaline batteries; 0.5 sec to 6 sec when using fully charged Ni-Cd batteries. **Number of flashes:** 200—1700 when using new alkaline batteries; 65—500 when using fully charged Ni-Cd batteries. **Flash aperture:** Auto—automatically set: f/2, 2.8, 4, 5.6, 8, 11, 16, 22. (Manual selection is also possible from f/2 to f/22 in 8 steps.) **Auto shooting distance range:** ISO 100—0.5m to 12.5m (varies according to the aperture and film speed). **Out of auto shooting distance range:** With Program Flash AE, if the subject is too far away, the green "P" flashes in the viewfinder when the shutter button is pressed halfway. **Film speed scale:** ISO 25 to ISO 400 **Power source:** Four AA-size alkaline batteries or Ni-Cd batteries. **Dimensions:** 66 (W) × 97 (H) × 64.5 (D)mm (2-5/8" × 3-13/16" × 2-9/16") **Weight:** 180g (6-3/8 oz) without batteries.

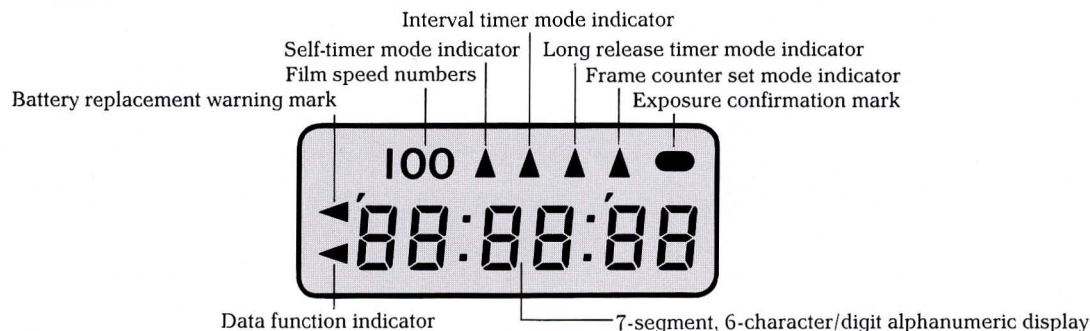
Subject to change without notice.



Command Back 80

The optional Command Back 80 is a specially designed data module that interchanges freely with the standard T80 back. An LCD readout and pushbuttons located behind a flip-down panel are used to input instructions. It provides the following timer and data imprinting functions.

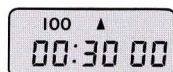
Command Back 80 LCD Display Panel



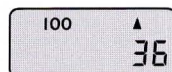
Command Modes



Self-timed shutter release—The Command Back 80 can be programmed to automatically release the shutter at the end of any time period lapse ranging from one second to 23 hours, 59 minutes, 59 seconds.

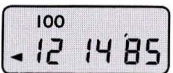


Fixed interval shooting—The T80 can be set to take pictures at predetermined intervals for a specific number of frames.

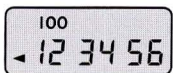
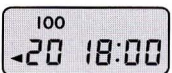


Programmable number of exposures—The frame counter function can be used to program the T80 to take a specified number of pictures automatically.

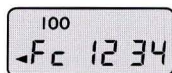
Data Recording



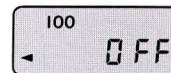
Time/date recording—A built-in calendar is programmed up to the year 2029, keeping track of both leap years and different month lengths. The day/month/year can be recorded on the film in any order, while for an up-to-the-minute record, the day/hour/minute can be imprinted.



Alphanumeric coding—This mode lets the user assign a six-character/digit code to any picture for efficient filing and retrieval.



Frame counter—The sequential numbering of frames up to 9999 is possible in the frame counter mode.



Data imprinting function off

Specifications

Type: Fully automatic data back with LCD panel, quartz digital auto calendar, and timer control function usable with T80. **Data recording function:** Four modes plus non-recording (OFF). • Year/month/day (switchable to day/month/year or month/day/year) • Day/hour/minute • Record number (up to six digits, or the letters A through F, or a space) • Frame counter: Max. 4 digits (additive) **Command function:** Three timer modes and a frame counter mode. • Self-timer • Interval timer • Long release timer. These three can be set in 1-second units from 1 sec to 23 hours, 59 minutes, 59 secs. • Frame counter setting (The number

of exposures can be set from 1 to 99.) Any combination of these command modes is possible. Data recording and command functions can be used in combination. **Power source:** 3 V, provided by one coin-type lithium battery (CR2025). **Battery life:** About 4 years. **Dimensions:** The Command Back 80 increases the overall depth of the camera by 3.4 mm. **Weight:** 70g (2-3/8 oz)

Subject to change without notice.

Note: With the Command Back 80, the long release timer can not be used when AC lenses are mounted.

Dedicated Autofocus lenses

Three dedicated Autofocus lenses are currently available for use with the Canon T80—an AC 50mm f/1.8, an AC 35—70mm f/3.5—4.5 with macro capability throughout its entire range, and an AC 75—200mm f/4.5 with macro capability at the wide-angle end. Viewed from the front, each of these lenses has its built-in micromotor and gear-train located on the right side. Since the lens motor is driven by the batteries in the camera body—and batteries are therefore not necessary in the lens itself—greater overall lens compactness has been achieved. Each lens quickly adjusts focus automatically when the shutter button is pushed down halfway.



AC75—200mm f/4.5
(available in the near future)

AC35—70mm f/3.5—4.5

AC50mm f/1.8

Dedicated Autofocus Lens Specifications

	AC 50mm f/1.8	AC 35-70mm f/3.5-4.5	AC 75-200mm f/4.5*
Format	24 × 36mm		
Focal Length	50mm	35-70mm	75-200mm
Maximum Aperture	f/1.8	f/3.5-4.5 (Varies according to the focal length)	f/4.5
Lens Construction	6 elements in 4 groups.	9 elements in 8 groups.	11 elements in 8 groups.
Coating	Spectra coating (S.C.)	Super spectra coating (S.S.C.)	
Angle of View:			
Horizontal	40°	54°—29°	27°—10°
Vertical	27°	38°—19°30'	18°11'—7°
Diagonal	46°	63°—34°	32°11'—12°
Focusing Mechanism	Automatic or manual. Straight helicoid type.	Automatic or manual. Rotation of front lens group.	
Automatic Focusing Range	0.6—∞ (m)	MACRO 0.5—∞ (m) Focus range selector: Three settings; Macro—∞, Macro—0.8m, and 1m—∞.	1.8—∞ (m)
Zooming	—	Rotation of zooming lever.	Push/pull of single ring.
Zooming Scale	—	35, 50, 70 (All dark yellow)	75, 100, 135, 200 (All dark yellow)
Macro Mechanism	—	Helical front group movement, full range macro. (Closest focusing distance in macro range is 39cm from the film plane.)	Macro at wide-angle end (75mm). Entered by pressing the macro conversion button. (Closest macro focusing distance is 55.3cm from the film plane.)
Macro Magnification	—	35mm—0.11X (218 × 327mm) 70mm—0.2X (120 × 180mm)	75mm—0.2X (120 × 180mm)
Mount	Canon mount		
Filter Diameter	52mm		58mm
Hood	BW-66		BT-58
Dimensions	74.2W × 66H × 47.5D mm (2-15/16" × 2-5/8" × 1-7/8")	76W × 68H × 68D mm (3" × 2-11/16" × 2-11/16")	82.5W × 72H × 125.7D mm (3-1/4" × 2-13/16" × 4-15/16")
Weight	210g (7-7/16 oz)	285g (10-1/16 oz)	585g (20-5/8 oz)

Subject to change without notice.

* The AC 75-200mm f/4.5 lens will be available soon.

SELLING POINTS

A review outline: points your sales talk should cover.

When you give your sales presentation, it is important to give your customer a clear idea of how easy to use the Canon T80 really is. To avoid confusion, we recommend that you communicate the main sales points in the following order.

I. Picture Selector System for automatic exposure

- A. Five modes
 1. Deep Focus
 2. Shallow Focus
 3. Stop Action
 4. Flowing
 5. Standard Program
- B. Choosing a mode
 1. Depress the AE mode selector and move the slide switch either left or right

II. Autofocus system

- A. Works with any of three AC lenses
 1. AC 50mm f/1.8
 2. AC 35—70mm f/3.5—4.5
 3. AC 75—200mm f/4.5
- B. Each lens has a built-in micromotor
- C. One-button operation
 1. Press the shutter button halfway down to focus
 2. Press the shutter button all the way down to take the picture
- D. Beeper confirms correct focus

III. Other automatic features

- A. Auto film load
 1. Place film in film chamber, draw film leader across, close back cover
- B. Auto film wind
 1. Winds film on after each shot
 2. Continuous exposures—1.2 frames per second
 3. Stops automatically when end of roll is reached
- C. Auto film rewind
 1. Depress rewind switch safety lock button and, at the same time, slide the rewind switch to the right

IV. Finder Display

- A. Important, helpful information
 1. Manual indicator
 2. AE program indicator
 3. Camera-shake and over/underexposure
 4. Mode warning
 5. Flash charge completion

V. Clean, uncomplicated layout

- A. Controls
 1. Soft-touch shutter release button
 2. Slide switch
 3. Mode/ISO/BC buttons
 4. Main switch
 5. Exposure compensation button
- B. Features
 1. Comfortable grip
 2. Remote control terminal
 3. Battery chamber on bottom of camera



INTERCHANGEABLE LENSES

CODE NO.	DESCRIPTION
C21-6201-201	AC 50mm f/1.8
C21-9311-201	AC 35—70mm f/3.5—4.5

VIEWFINDER ACCESSORIES

5-40701	Magnifier S
5-41041-00	Magnifier Adapter S
5-40712-00	Angle Finder A2
5-40711-00	Angle Finder B
C50-9001	Eyecup T

DIOPTRIC ADJUSTMENT LENSES

5-05072-00	Dioptric Adjustment Lens S (+3)
5-05073-00	Dioptric Adjustment Lens S (+2)
5-05074-00	Dioptric Adjustment Lens S (+1.5)
5-05075-00	Dioptric Adjustment Lens S (+1)
5-05076-00	Dioptric Adjustment Lens S (+0.5)
5-05077-00	Dioptric Adjustment Lens S (0)
5-05078-00	Dioptric Adjustment Lens S (-0.5)
5-05079-00	Dioptric Adjustment Lens S (-2)
5-05081-00	Dioptric Adjustment Lens S (-3)
5-05082-00	Dioptric Adjustment Lens S (-4)

EQUIPMENT FOR MOTORIZED PHOTOGRAPHY

C51-9691	Remote Switch 60 T3
C58-1181	Extension Cord 1000 T3
C50-9011	Remote Switch Adapter T3
C50-9021	Cable Release Adapter T3

FLASH ACCESSORIES

C50-0451	Speedlite 277T set in case w/Wide Adapter
C50-0431	Speedlite 244T Set in Case
C50-0311	Speedlite 155A Set in Case
C50-0421	Speedlite 166A Set in Case
C50-0411	Speedlite 188A Set in Case w/Wide Adapter
CA4-2332	Wide Adapter for 188A
C50-0321	Speedlite 199A Set In Case w/Wide Adapter
C50-1481	Wide Adapter for 199A

C50-1431	Battery Magazine D
C50-1441	Synchro Cord A
C50-0381	Speedlite 533G Set
C50-0391	Speedlite 577G Set
C50-1561	Battery Magazine 533G
C50-1501	One-Touch Bracket G
C50-1491	Sensor Unit G20
C50-1492	Sensor Unit G100
C50-1541	Wide Adapter 533G-24
C50-1543	Wide Adapter 577G-24
C50-1542	Wide Adapter 533G-20
C50-1544	Wide Adapter 577G-20
C50-1545	Tele Adapter 533G
C50-1546	Tele Adapter 577G
C50-1571	Battery Magazine TP
C50-1581	Ni-Cd Pack TP
C50-1557	Ni-Cd Charger TP
C50-1521-211	Transistor Pack G Set (consists of Ni-Cd Pack TP, Ni-Cd Charger TP and Power Cord)
C50-1521-311	Transistor Pack G Set (consists of Battery Magazine TP and Power Cord)

DATA BACK ACCESSORY

C51-9721	Command Back 80
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MISCELLANEOUS ACCESSORIES

9-00700	The ABC's of Picture-Taking Ease
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CASES

C46-1251	Case S for T80 (for AC 50mm f/1.8)
C46-1252	Case L for T80 (for AC 35—70mm f/3.5—4.5)
C47-1051	Lens Case LHP-C8 (for AC 50mm f/1.8)
C47-1061	Lens Case LHP-C10 (for AC 35—70mm f/3.5—4.5)
C44-6601	Rubber Hood BW-66 (for AC 50mm f/1.8 and AC 35—70mm f/3.5—4.5)
CA2-4160	Lens Cap B-66 (for AC 50mm f/1.8 and AC 35—70mm f/3.5—4.5)

BODY COVER

C45-2031	Camera Cover R•F•2
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STRAP

C56-1291	Neck Strap 17 with Pad
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PLEASE NOTE: For further information on accessories please see the sections as follows:

Sect. 2:	Canon Interchangeable Lenses
Sect. 6:	Miscellaneous Accessories Cross-Referenced (including Canon Filters, Cases, etc.)