

Canon

1995 HOLIDAY SEASON PROFIT MAKER

Effective August 26, 1995 to December 31, 1995

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New Product

This symbol indicates a new product in the Holiday Season 1995.



Special Savings

This symbol indicates special savings are available on specific Canon products. Savings vary, so see the individual product page for details.

SOPHISTICATION IN STYLE AND TECHNOLOGY



EOS ELAN II

NEW

EOS ELAN II_E

NEW

- Improved Eye Controlled Focus™ works in both vertical and horizontal camera positions (EOS ELAN II_E only).
- Distinctive aluminum styling and improved control layout.
- New E-TTL evaluative flash metering with optional Speedlite 380EX.
- Canon's exclusive AIM (Advanced Integrated Multi-point control) system links 3-point AF to multi-zone metering for available light and flash.
- Choice of 10 exposure modes includes scale-metered manual.
- 6-zone evaluative, 9.5% partial, and center weighted average metering.
- Choice of 2.5 fps continuous or single frame shooting with exclusive Whisper Drive™.
- 11 custom functions including Mirror Lock and Depth-of-Field preview.
- EOS ELAN II_E QD model is available.

SURE SHOT **80Tele**

NEW



Fully automatic compact 35mm camera with built-in 38/80mm dual focal-length lens.

- The largest tele/wide ratio (2.1x) and the longest telephoto focal length (80mm) in its class*
- Large "Easy-View" real image viewfinder for easy use, even with eyeglasses.
- Mode Dial and Tele-Wide button for easy operation.
- High precision 3-point Smart Autofocus.
- Built-in automatic multi-function flash with Red-eye Reduction.
- Great compact design.
- Date model's imprint function includes 4 date/time combinations.

**Dual focal length camera category as of July 1995*

New EF Lenses

NEW

EF 28-80mm f/3.5-5.6 III USM

- Compact, light-weight, high performance wide standard zoom lens.
- Advanced USM (Ultrasonic Motor) for high-speed, quiet AF.
- Plastic mold aspherical lens for improved image quality and compactness.
- Excellent picture quality at an affordable price.
- Sleek new exterior design with rolette for easier manual focusing.
- Environmentally-friendly lead-free glass optical system.



NEW

EF 28mm f/1.8 USM

- Ultra-high performance professional wide-angle lens with f/1.8 maximum aperture.
- Advanced USM (Ultrasonic Motor) for high-speed, quiet AF.
- Replicated aspherical lens for improved image quality and compactness.
- Full-time mechanical manual focusing.
- Extremely close focusing distance of less than 10 inches.
- Environmentally-friendly lead-free glass optical system.



EF 75-300mm f/4.0-5.6 II

- Compact, light-weight, high performance 4x telephoto zoom lens.
- Excellent picture quality, and 4x zoom at an affordable price.
- Sleek new exterior design with new pattern zoom ring.
- Built-in motors for high-speed, whisper AF.
- 4.9 ft. minimum focusing distance for outstanding close-ups.
- Environmentally-friendly lead-free glass optical system.



EF 75-300mm f/4.0-5.6 IS USM

- High performance, high image quality and compact 4x telephoto zoom lens.
- The world's first SLR interchangeable lens with an image stabilizer allows for a sharp picture with a slow shutter speed.
- Advanced USM (Ultrasonic Motor) for high-speed, quiet AF.
- Both high image quality and compactness are achieved through the 5 group zoom lens design technology.
- Environmentally-friendly lead-free glass optical system.



Speedlite 380EX

- New E-TTL automatic flash exposure control for a more natural balance between subject and background.
- High-Speed Sync mode (links to shutter speeds up to 1/4000 second with EOS ELAN II and IIe).
- FE Lock "locks" AF and metering data for 16 seconds, allowing recomposition and alteration of background exposure.
- Automatic zoom head to cover 24mm to 105mm focal lengths.
- Tilttable Head for enhanced "natural" flash photography.
- Second-Curtain Sync available with EOS ELAN II and IIe.

NEW



ENROLL TODAY!**1995 Professional Products Incentive Program (2nd Half)**

You can receive 3% Bonus on all Pro Equipment shipped.

Period: July 1, 1995 through December 31, 1995

- Conditions:**
1. Minimum Purchase - \$5,000.00 in the Pro Equipment which includes at least either of the following combinations:
 - A. Two (2) EOS-1N or EOS-1N RS bodies; or
 - B. One (1) EOS-1N or EOS-1N RS body and three (3) EOS A2 or EOS A2E bodies.
 2. Promote Canon Professional Camera Products.
 3. For Additional Terms and Conditions, including Minimum Advertising Price Conditions, see next side.

Enrollment: Please fill in the enrollment form and fax or mail to Canon U.S.A., Inc. Headquarters, or contact your Canon Sales Rep. by September 30, 1995.

If you were enrolled in the program the previous term, then you need not send in an Enrollment Form. And if you choose not to participate in the 1995 Program (2nd Half), please notify us.

**EOS-1N****EOS-1N RS**

1995 Professional Products Incentive Program (2nd Half)

I. GENERAL POLICY

Canon's Professional Products Incentive Program ("Program") is designed to help dealers promote Canon Professional Equipment. ("Pro Equipment" covered by the Program is listed in the attachment)

Dealers may receive a bonus ("Bonus") equaling 3% of their net purchases of the Pro Equipment from Canon U.S.A., Inc. ("Canon") during the Program Period as defined below.

To receive the Bonus, all terms and conditions must be satisfied throughout the Program Period.

THE PROGRAM DOES NOT AFFECT DEALERS' INDEPENDENT PRICING DECISIONS. DEALERS MAY FREELY SELL THE PRO EQUIPMENT AT ANY PRICE. Dealers who do not qualify for the Bonus during the Program Period may participate in the next following program period, if any.

II. PROGRAM PERIOD AND HOW TO ENROLL

July 1, 1995 through December 31, 1995 ("Program Period")

The Program is open to all Canon Authorized Camera Dealers. To participate in the Program, fill out the enrollment form and submit it by fax or mail by September 30, 1995. However if you were enrolled in the Program in the previous term, you need not send in an enrollment form and you will be automatically deemed to be participating in the 1995 Program (2nd Half). If you were enrolled in the Program in the previous term, but choose not to participate in the 1995 Program (2nd Half), please so notify Director of Sales of Camera Division, Canon U.S.A., Inc.

III. BONUS REIMBURSEMENT

Bonus will be issued to dealers by the end of July 1996, on condition that Canon confirms that the dealer has satisfied all terms and conditions of the Program during the entire Program Period. Bonus will be issued in the form of credits. Dealers are expected to fully utilize the Bonus to expand their pro business. Canon reserves the right to charge-back the dealer's account in the event of overpayment or determination that the dealer failed to satisfy the terms and conditions of the Program.

IV. TERMS AND CONDITIONS

1. Minimum Purchase Requirement: During the Program Period, dealers must purchase \$5,000.00 in the Pro Equipment which includes either of the following combinations:
 - A. Two (2) EOS-1N or EOS-1N RS bodies; or
 - B. One (1) EOS-1N or EOS-1N RS body and three (3) EOS A2 or EOS A2E bodies.
2. Promotional Requirement:
 - A. Display Space: Prominent display space must be allocated to facilitate the demonstration of the Pro Equipment.
 - B. Other Promotions: Contact your Canon Sales Rep to discuss promotional activities appropriate for your dealership. Suggested promotions include seminars, in-store demonstrations, advertising that qualifies under the Program, etc.
3. Minimum Advertising Price ("MAP"): To qualify for the Bonus, advertised prices must be MAP or higher, except for approved advertisements listing no price (see paragraph 4). The MAP schedule is attached and is part of the Program. "Call", "Call For Price" or any variation of "Call" pricing does not qualify for the Bonus. If, during the Program Period, a dealer advertises any of the Pro Equipment below the MAP or in a deceptive or misleading way, the dealer will not receive any Bonus payment for that Program Period and the dealer will no longer be deemed a participant in the Program for that Period. The dealer may re-enter the Program in the next program period, if any.
4. If the dealer wishes to feature Pro Equipment in an advertisement without listing price, the dealer must get specific written approval in advance from the Camera Regional Sales Manager. Canon will provide an ad-slick for dealers that want to run an ad which does not contain price.
5. MAP applies to all advertising media, including but not limited to newspapers, magazines, flyers, direct mail, television and radio commercials. MAP applies to national and local advertising. (Please note: The Program applies to some media and forms of advertising (e.g. national advertising) for which co-op advertising credit may not be available.)
6. Advertisements must not be unfair or deceptive.
7. Dealers must comply with the terms and conditions of their written retail dealer agreements to qualify for the Bonus. Transshipping to affiliated or unaffiliated resellers, whether or not the reseller is an authorized Canon dealer, is a violation of the dealer agreement and is prohibited under the Program.

V. OTHER FEATURES OF THE PROGRAM

1. Dealers do not have to participate in the Program to purchase the Pro Equipment.
2. The terms and conditions of Canon USA's co-op advertising program are not affected by the Program and remain in full force and effect. (Please note: Some advertisements that qualify for co-op advertising reimbursement may not comply with the Program and may prevent a dealer from qualifying for the Bonus payment. Consult your Regional Sales Manager if you have any questions.)
3. Purchase amount is Net purchase of invoice. This does not apply to close-outs or specials. All returns will be adjusted. Credit hold and back-ordered items cannot be considered under the conditions of this Program.
4. Rebates, discounts, free merchandise and the value of other advertised allowances and promotions will be deducted from the dealer's advertised price to determine the dealer's compliance with MAP requirements.
5. Canon reserves the right to change or cancel the Program upon ten days written notice. In no case can the Program be modified or amended verbally. Any and all changes to the Program must be in writing signed by an authorized officer of Canon.
6. The Bonus is redeemable only by the dealer whose name appears on the enrollment form. In no case can the Bonus be transferable.
7. THE PROGRAM DOES NOT AFFECT THE RETAIL PRICES ACTUALLY CHARGED BY ANY AUTHORIZED CANON CAMERA DEALER. Dealers are free to discontinue their participation in the Program at any time and advertise at any price they choose, but dealers will not receive any Bonus payments unless they comply with all terms and conditions of the Program during the entire Program Period. There will be no "pro rata" payments for dealers that comply with the Program for a portion of the Program Period only.

EOS Professional SLR'S

Item Code No.	Product Description	Remarks	Suggested List Price(\$)	Dealer Net Price(\$)	Assorted Qty. Price 4+(\$)
C12-8311-20S	EOS-1N RS Body	with Professional Strap 1 (Black)	3,900.00	2,525.00	2,399.00
C12-8301-20S	EOS-1N Body	with Professional Strap 1 (Black)	2,600.00	1,683.00	1,599.00
C12-8205-211	EOS A2E Body	with Neck Strap EW-500	1,200.00	789.00	749.95
C12-8204-211	EOS A2 Body	with Neck Strap EW-500	1,050.00	684.00	649.95
C12-8205-KT1	EOS A2E EF28-105mm USM Kit	with EOS A2E Body, EF28-105mm f/4.0-5.6 USM Lens, EOS Professional Strap 1 (Green), & 6V Lithium Battery 2CR5	1,700.00	1,112.90	1,049.00
C12-8204-KT1	EOS A2 EF28-105mm USM Kit	with EOS A2 Body, EF28-105mm f/4.0-5.6 USM Lens, EOS Professional Strap 1 (Green), & 6V Lithium Battery 2CR5	1,560.00	1,012.90	949.00

EOS Professional System Accessories

Power Drive Booster E1 & Battery Packs					Assorted Qty. Price 3+ (\$)
C50-6011	Power Drive Booster E1	for EOS-1N	630.00	409.00	—
C50-1731	Ni Cd Pack E1	for Power Drive Booster E1, EOS-1N RS	135.00	80.00	—
C50-1742	Ni Cd Charger E1	for Ni Cd Pack E1	400.00	260.00	—
C50-1871	Battery Pack BP-E1	for EOS-1N	200.00	130.00	—
C50-1861	Battery Pack BP-5	for EOS A2E/A2	80.00	50.00	—
Interchangeable Back					
C50-7041	Command Back E1	for EOS-1N, EOS-1N RS	310.00	195.00	
Interchangeable Grips					
C51-8011	Vertical Grip VG10	for EOS A2E/A2	155.00	95.00	
Dedicated Speedlites & Accessories					
C50-0702	Speedlite 480EG	with TTL Shoe Cord E, Wide Panel 480EG-2, Tele Panel 480EG-135	860.00	557.00	529.00
C50-0712	Speedlite 540EZ in Soft Case		520.00	336.00	319.00
C50-0581	Macro Ring Lite ML-3 set	Directly compatible to EF Macro Lenses; requires MacroLite Adapters 52C or 58C with other EF & FD lenses	460.00	290.00	—
C50-1692	Compact Battery Pack E	for Speedlite 540EZ	180.00	114.00	—
C50-1691-011	Transistor Pack E	with Semi-Hard Case, Connecting Cord E, & Battery Magazine TP for exclusive use with Speedlite 540EZ/480EG	216.00	140.00	—
C50-1691-221	Transistor Pack E Ni Cd set	with Semi-Hard Case, Connecting Cord E, Ni Cd Pack TP & Ni Cd Charger TP for exclusive use with Speedlite 540EZ/480EG	420.00	260.00	—
C50-1821	Slave Unit E	for Speedlite 480EG	57.00	34.00	—
C50-1851	Off-Camera Shoe Cord 2	compatible with T90 & all EOS except EOS 630 & RT	70.00	43.00	—
C50-1841	TTL Hot Shoe Adapter 3		93.00	58.00	—
Remote Control Accessories					
C58-5621-011	Wireless Controller LC-3 set (includes Transmitter & Receiver)	can be used on all T3 compatible EOS & T-Series Cameras	510.00	330.00	—
C51-9691	Remote Switch 60 T3	can be used on all T3 compatible EOS & T-Series Cameras. Length: 2 ft.	47.00	30.00	—

Underwater Housing

K01-89350	CE-05 (for EOS A2/A2E)	with Magnifier	1,760.00	1,320.00	—
K01-89350-1	CE-05 set (for EOS A2/A2E)	with Magnifier, Wide-Angle Port, Ext. Ring L	1,999.00	1,499.00	—
K01-89350-2	CE-05 N (for EOS A2/A2E)	with Magnifier, Special Circuit N	1,890.00	1,420.00	—
K01-89349	CE-100 (for EOS ELAN)	with Magnifier (Available only upon request)	1,710.00	1,285.00	—
K01-89349-1	CE 100 set (for EOS ELAN)	with Magnifier, Wide Angle Port, Ext. Ring L (Available only upon request)	1,949.00	1,462.00	—
K01-89349-2	CE-100 N (for EOS ELAN)	with Magnifier, Special Circuit N (Available only upon request)	1,840.00	1,380.00	—
K01-89360	CE-RX (for EOS REBEL X/XS)	with Magnifier	1,320.00	990.00	—
K01-89360-1	CE-RX set (for EOS REBEL X/XS)	with Magnifier, Wide-Angle Port, Ext. Ring L	1,530.00	1,147.00	—
K01-89360-2	CE-RX N (for EOS REBEL X/XS)	with Magnifier, Special Circuit N	1,450.00	1,087.00	—

EOS Professional Lenses & Lens Accessories

NEW

Item Code No.	Product Description	Remarks	Suggested List Price (\$)	Dealer Net Price (\$)	Assorted Qty. Price 4 + (\$)
C21-5332	EF14mm f/2.8L USM Super Wide-angle	with Lens Case LH-C13, Neck Strap 7	3,560.00	2,316.00	2,200.00
C21-5341	EF20mm f/2.8 USM Wide-angle		840.00	546.00	519.00
C21-5301	EF24mm f/2.8 Wide-angle		610.00	399.00	379.00
C21-5351	EF28mm f/1.8 USM		880.00	530.00	499.00
C21-5281	EF28mm f/2.8 Wide-angle		360.00	231.00	219.00
C21-5311	EF35mm f/2.0 Wide-angle		500.00	325.00	309.00
C21-6222	EF50mm f/1.0L USM Hi-speed Normal	with Lens Case LH-D12, Hood ES-79	4,210.00	2,737.00	2,600.00
C21-6261	EF50mm f/1.4 USM Normal		600.00	390.00	370.00
C21-7272	EF85mm f/1.2L USM Hi-speed Short Tele	with Lens Case LH-D12, Hood ES-79	3,240.00	2,105.00	2,000.00
C21-7321	EF85mm f/1.8 USM Short Telephoto		630.00	409.00	389.00
C21-7301	EF100mm f/2.0 USM Short Telephoto		780.00	504.00	479.00
C21-8272	EF200mm f/1.8L USM Telephoto	with Lens Case, Hood ET-123, Action Strap 3	6,960.00	4,526.00	4,300.00
C21-7311	EF200mm f/2.8L USM Telephoto	with Lens Case LH-D18, Neck Strap 7	1,230.00	799.00	759.00
C21-8252	EF300mm f/2.8L USM Telephoto	with Lens Case, Hood ET-118, Action Strap 3	7,130.00	4,632.00	4,400.00
C21-8342	EF300mm f/4.0L USM Telephoto	with Lens Case LH-D26, Neck Strap 7	1,700.00	1,104.00	1,049.00
C21-8282	EF400mm f/2.8L USM Super Telephoto	with Lens Case, Hood ET-161B, Action Strap 3	11,000.00	7,158.00	6,800.00
C21-8362	EF400mm f/5.6L USM Super Telephoto	with Lens Case LH-D29, Ring Tripod, Neck Strap 7	2,280.00	1,473.00	1,399.00
C21-8352	EF500mm f/4.5L USM Super Telephoto	with Lens Case, Hood ET-123B, Action Strap 3	9,070.00	5,895.00	5,600.00
C21-8292	EF600mm f/4.0L USM Super Telephoto	with Lens Case, Hood ET-161, Action Strap 3	14,400.00	9,368.00	8,900.00
Zoom Lenses					
C21-9512	EF20-35mm f/2.8L	with Lens Case DH-13, Hood EW-75	2,430.00	1,578.00	1,499.00
C21-9742	EF28-70mm f/2.8L USM	with Lens Case LH-D16II, Hood EW-83B	2,300.00	1,441.00	1,369.00
C21-9642	EF35-350mm f/3.5-5.6L USM	with Lens Case LH-D22 with Strap, Hood EW-78, Tripod Plate	3,200.00	2,000.00	1,900.00
C21-9792	EF70-200mm f/2.8L USM	with Lens Case LH-D24B, Hood ET-83, Tripod Plate	2,380.00	1,547.00	1,470.00
C21-9432	EF100-300mm f/5.6L	with Lens Case ES-C20, Hood ET-62	1,050.00	683.00	649.00
Special Purpose Lenses					
C21-5291	EF15mm f/2.8 Fisheye ("Full Frame")		1,180.00	767.00	729.00
C21-7261	EF135mm f/2.8 Tele with Soft Focus		650.00	420.00	399.00
C26-1191	EF50mm f/2.5 Compact Macro		580.00	378.00	359.00
C26-1221	EF100mm f/2.8 Macro		1,020.00	662.00	629.00
C21-5321	TS-E 24mm f/3.5L Tilt-Shift	with Lens Case DH-14, Hood EW-75B	2,140.00	1,388.00	1,319.00
C21-6231	TS-E 45mm f/2.8 Tilt-Shift	with Lens Case DH-14, Hood EW-79B	2,140.00	1,388.00	1,319.00
C21-7291	TS-E 90mm f/2.8 Tilt-Shift	with Lens Case DH-14, Hood ES-65II	2,140.00	1,338.00	1,319.00
Lens Accessories					
C54-3791	Life-Size Converter EF	for EF50mm f/2.5 Compact Macro	365.00	253.00	240.00
C54-3801	Extender EF1.4x	with Lens Case, Manual focus only with EF400mm f/5.6L USM, EF 500mm f/4.5L USM	730.00	473.00	449.00
C54-3781	Extender EF2x	with Lens Case, Manual focus only with EF300mm f/4.0L USM, EF400mm f/5.6L USM, EF 500mm f/4.5L USM, EF600mm f/5.6L USM	580.00	378.00	359.00
C42-6712	Extension Tube EF12		100.00	64.00	—
C42-6711	Extension Tube EF25		175.00	110.00	—
C54-3831	Macro Lens Mount Converter FD/EOS		113.00	70.00	—
C54-3861	52mm Close-up Lens 250D		105.00	64.00	—
C54-3881	52mm Close-up Lens 500D		105.00	64.00	—
C54-3871	58mm Close-up Lens 250D		125.00	74.00	—
C54-3891	58mm Close-up Lens 500D		125.00	74.00	—
C54-3901	72mm Close-up Lens 500D		185.00	104.00	—
C54-3911	77mm Close-up Lens 500D		205.00	124.00	—

Minimum Advertised Price List

THESE PRICES ARE ONLY FOR THE PURPOSE OF QUALIFYING FOR CO-OP ADVERTISING CREDIT.

<i>Item Code No.</i>	<i>Product Description</i>	<i>Suggested List Price (\$)</i>	<i>Minimum Adv. Price For Co-op Credit (\$)</i>
C12-8311-20S	Canon EOS-1N RS body only	3,900.00	2,499.00
C12-8301-20S	Canon EOS-1N body only	2,600.00	1,669.00
C12-8205-211	Canon EOS A2E body only	1,200.00	769.00
C12-8205-KT1	Canon EOS A2E EF28-105mm USM Kit	1,700.00	1,099.00
C12-8204-211	Canon EOS A2 body only	1,050.00	669.00
C12-8204-KT1	Canon EOS A2 EF28-105mm USM Kit	1,560.00	999.00
C21-5332	Canon EF14/2.8L USM	3,560.00	2,319.00
C21-8272	Canon EF200/1.8L USM	6,960.00	4,499.00
C21-8252	Canon EF300/2.8L USM	7,130.00	4,599.00
C21-8342	Canon EF300/4.0L USM	1,700.00	1,089.00
C21-8282	Canon EF400/2.8L USM	11,000.00	6,999.00
C21-8362	Canon EF400/5.6L USM	2,270.00	1,469.00
C21-8352	Canon EF500/4.5L USM	9,070.00	5,799.00
C21-8292	Canon EF600/4.0L USM	14,400.00	9,199.00
C21-9512	Canon EF20-35/2.8L	2,430.00	1,569.00
C21-9742	Canon EF28-70/2.8L USM	2,300.00	1,439.00
C21-9642	Canon EF35-350/3.5-5.6L USM	3,200.00	1,999.00
C21-9792	Canon EF70-200/2.8L USM	2,380.00	1,539.00
C21-5321	Canon TS-E 24/3.5L Tilt Shift	2,140.00	1,369.00
C21-6231	Canon TS-E 45/2.8 Tilt Shift	2,140.00	1,369.00
C21-7291	Canon TS-E 90/2.8 Tilt Shift	2,140.00	1,369.00
C50-0712	Canon Speedlite 540EZ	520.00	334.00

EOS-1N RS



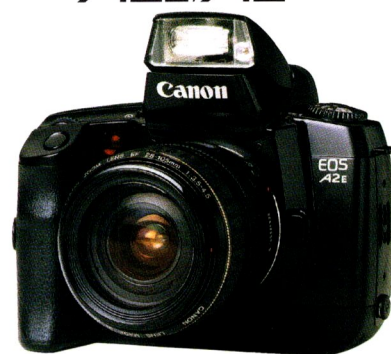
C12-8311-20S
EOS-1N RS Body

EOS-1N



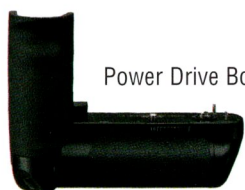
C12-8301-20S
EOS-1N Body

EOS A2E / EOS A2



C12-8205-211 EOS A2E Body
C12-8204-211 EOS A2 Body

Special Professional Products Promotions



Power Drive Booster E1



\$100 Savings

Special Offer on Power Drive Booster E1

- You can save \$100.00 on each Power Drive Booster E1 with a purchase of an EOS-1N camera body on a 1:1 basis.

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
C50-6011	Power Drive Booster E1	409.00	309.00	100.00

Vertical Grip VG-10



\$30 Savings

Special Offer on Vertical Grip VG-10

- You can save \$30.00 on each VG-10 with a purchase of an EOS A2/A2E camera body on a 1:1 basis.

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
C51-8011	Vertical Grip VG-10 for A2/A2E	95.00	65.00	30.00

Speedlite 540EZ with Case



Off-Camera Shoe Cord 2



\$108 Savings

Compact Battery Pack E

Special Offer on Pro Flash Kit I

- You can save \$108.00 on each Pro Flash Kit I with a purchase of an EOS-1N RS, EOS-1N, EOS A2 or EOS A2E body on a 1:1 basis.

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
C50-0712	Speedlite 540EZ with Case	336.00	—	—
C50-1692	Compact Battery Pack E	114.00	—	—
C50-1851	Off-Camera Shoe Cord 2	43.00	—	—
C12-8301-KTG	Pro Flash Kit I	493.00	385.00	108.00

Macro Ring Lite ML-3 Set



EF 100mm f/2.8 Macro



\$130 Savings

Special Offer on Pro Flash Kit II

- You can save \$130.00 on each Pro Flash Kit II with a purchase of an EOS-1N RS, EOS-1N, EOS A2 or EOS A2E body on a 1:1 basis.

Code No.	Description	Regular Dealer Net Price	Special Promotion Price	You Save
C26-1221	EF 100mm f/2.8 Macro	662.00	—	—
C50-0581	Macro Ring Lite ML-3 Set	290.00	—	—
C12-8301-KTH	Pro Flash Kit II	952.00	822.00	130.00

Fast, Reliable Photography with Digital Flexibility

Canon's EOS-1N is renowned throughout the world of professional photojournalism and photography for tough, reliable, high-quality performance together with a range of exclusive accessories to meet the needs of demanding experts. Now, Canon introduces a state-of-the-art digital addition to the EOS-1N family, the Canon EOS•DCS 3.

EOS•DCS 3

Digital Camera



The EOS•DCS 3 brings the speed and processing advantages of digital photography to the tested and proven Canon EOS-1N body. The digital EOS•DCS 3 features:

- Canon's top-of-the-line EOS-1N with Kodak's latest DCS technology for pro-quality digital imaging.
- Fully compatible with Canon EF lenses for unmatched picture quality.
- Superior color reproduction and gradation afforded by 36-bit digital capture (12 bit per RGB channel).
- High resolution 16.4mm x 20.5mm, 1.3 megapixels CCD sensor (1268 x 1012 pixels).
- Equivalent ISO range from 200 to 1600 for EOS•DCS 3c (400 to 6400 for EOS•DCS 3M & EOS•DCS 3IR models).
- Large buffer memory (16 MB) for continuous shooting of up to 12 exposures at framing rates of up to 2.7 images per second.
- Removable PCMCIA storage (uses either hard disk drive or flash memory card).
- Built-in microphone for image annotation, allows the photographer to record sound clips after exposing an image.
- Built-in high-power battery pack delivers up to 1,000 exposures per charge.

To participate as a "Canon Digital Camera Dealer," please contact your regional sales representative.

Professional Products Incentive Program (2nd Half of 1995)
ENROLLMENT FORM

ATTENTION:

First time applicants must submit this form to the address below by September 30, 1995. If you enrolled in the Pro Products Incentive Program in previous terms, you do not need to re-apply. You will be automatically re-enrolled.

Canon U.S.A., Inc.
Camera Division
One Canon Plaza
Lake Success, NY 11042

Dear Sirs:

We wish to participate in the Professional Products Incentive Program. As an authorized representative of our company, I have carefully read through and understand all the terms and conditions of the program. I understand that the terms and conditions of the program cannot be verbally changed.

I furthermore understand that our company reserves the right to make its own pricing decisions and that we are free to sell Canon professional camera products at any price we feel appropriate.

Sincerely,

Customer Name (please print): _____
Customer Code: _____
Authorized Signature: _____
Date: _____

Please mail or fax this form to the following address or contact your Canon Sales Rep:

Canon U.S.A., Inc.
One Canon Plaza
Lake Success, NY 11042
Attn: Elliott Peck / Janet Beegan
Camera Division

FAX: (516) 328-4809

Sales Rep: _____

Best Match Lens for A2E, A2, ELAN IIE, ELAN IIE QD, ELAN II, Rebel X, Rebel XS and Rebel XS QD



\$20.00 Savings

EF28-105mm f/3.5-4.5 USM

- When you purchase the EF28-105mm f/3.5-4.5 USM Lens on a 1:1 basis with the A2E, A2, ELAN IIE, ELAN IIE QD, ELAN II, Rebel X, Rebel XS, Rebel XS QD body you save \$20.00 on the Lens.

Code No.	Description	Best Dealer Net Price	Special Promotion Price	You Save
C21-9701	EF28-105mm f/3.5-4.5 USM with Lens Cap E-58U and Lens Dust Cap E	349.00	329.00	\$ 20.00

NOTE: To receive special promotion savings, products must be ordered together on the same purchase order.



\$10.00 Savings

EF28-80mm f/3.5-5.6 III USM

- When you purchase the EF28-80mm f/3.5-5.6 III USM Lens on a 1:1 basis with the A2E, A2, ELAN IIE, ELAN IIE QD, ELAN II, Rebel X, Rebel XS, Rebel XS QD body you save \$10.00 on the Lens.



Code No.	Description	Best Dealer Net Price	Special Promotion Price	You Save
C21-9881	EF28-80mm f/3.5-5.6 III USM with Lens Cap E-58U and Lens Dust Cap E	199.00	189.00	\$ 10.00

NOTE: To receive special promotion savings, products must be ordered together on the same purchase order.



\$10.00 Savings

EF35-80mm f/4.0-5.6 III

- When you purchase the EF35-80mm f/4.0-5.6 III Lens on a 1:1 basis with the A2E, A2, ELAN IIE, ELAN IIE QD, ELAN II, Rebel X, Rebel XS, Rebel XS QD body you save \$10.00 on the Lens.



Code No.	Description	Best Dealer Net Price	Special Promotion Price	You Save
C21-9841	EF35-80mm f/4.0-5.6 III with Lens Cap E-52 and Lens Dust Cap E	114.00	104.00	\$ 10.00

NOTE: To receive special promotion savings, products must be ordered together on the same purchase order.

Easy to display and especially appealing to customers, these SLR camera kits will virtually fly off your shelves — delivering more profits to YOU!



\$63.90 Savings

EOS A2E EF28-105mm USM Kit

Contents:

- EOS A2E Body
- EOS Professional Strap 1 (Green)
- EF28-105mm f/3.5-4.5 USM Lens
- One 6V Lithium Battery 2CR5

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8205-KT1	EOS A2E EF28-105mm USM Kit	1,700.00	1,112.90	1,049.00

Special Promotion Price is Assorted Qty. 4+



\$63.90 Savings

EOS A2 EF28-105mm USM Kit

Contents:

- EOS A2 Body
- EOS Professional Strap 1 (Green)
- EF28-105mm f/3.5-4.5 USM Lens
- One 6V Lithium Battery 2CR5

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8204-KT1	EOS A2 EF28-105mm USM Kit	1,560.00	1,012.90	949.00

Special Promotion Price is Assorted Qty. 4+



\$34.95 Savings

EOS ELAN IIE EF28-80mm III USM Kit

Contents:

- EOS ELAN IIE Body
- EOS Wide Neck Strap EW-100 (BB)
- EF28-80mm f/3.5-5.6 III USM Lens
- One 6V Lithium Battery 2CR5

Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8283-KT1	EOS ELAN EF28-80mm III USM Kit	1,080.00	683.95	649.00

Special Promotion Price is Assorted Qty. 4+

NEW



\$34.95 Savings

EOS ELAN II EF28-80mm III USM Kit

Contents:

- EOS ELAN II Body
- EOS Wide Neck Strap EW-100 (BB)
- EF28-80mm f/3.5-5.6 III USM Lens
- One 6V Lithium Battery 2CR5



Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8293-KT1	EOS ELAN II EF28-80mm III USM Kit	1,000.00	633.95	599.00

Special Promotion Price is Assorted Qty. 4+



\$15.95 Savings

EOS Rebel X EF35-80mm III Kit

Contents:

- EOS Rebel X Body
- EOS Wide Neck Strap EW-100 (Blue & Red)
- EF35-80mm f/4.0-5.6 III Lens



Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8243-2P2	EOS Rebel X EF35-80mm III Kit	580.00	339.95	324.00

Special Promotion Price is Assorted Qty. 4+



\$15.95 Savings

EOS Rebel XS EF35-80mm III Kit

Contents:

- EOS Rebel XS Body
- EOS Wide Neck Strap EW-100 (Blue & Red)
- EF35-80mm f/4.0-5.6 III Lens



Code No.	Description	Suggested List Price	Dealer Net Price	Special Promotion Price
C12-8244-2P2	EOS Rebel XS EF35-80mm III Kit	670.00	389.95	374.00

Special Promotion Price is Assorted Qty. 4+

Easy to display, and even easier to sell, these uniquely designed "all-in-one" lens shutter camera and accessory packages give your customers everything they need to start taking great photos right away.



Sure Shot Z115 Caption Kit II

Contents:

- Sure Shot Z115 Caption Body w/Neck Strap 20
- Deluxe Soft Compact Case Large Size, CZU-1
- Two 3V Lithium Batteries CR123A
- One Roll 35mm Color Print Film-ISO 100 12 Exp.
- Lens Care Kit:
 - Lens Tissue
 - Lens Cleaning Cloth
 - Blower Brush
 - Cleaning Fluid

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3412-KT4	Sure Shot Z115 Caption Kit II	520.00	310.00	289.95



Sure Shot 70 Zoom Date Kit

Contents:

- Sure Shot 70 Zoom Date Body w/Neck Strap
- Deluxe Soft Compact Case M, CSU-3
- One 3V Lithium Battery CR123A
- One Roll 35mm Color Print Film-ISO 100 12 Exp.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3482-KT1	Sure Shot 70 Zoom Date Kit	310.00	179.00	169.95



Sure Shot 60 Zoom Deluxe Kit

Contents:

- Sure Shot 60 Zoom Body w/Neck Strap
- Deluxe Soft Compact Case M, CSU-3
- Mini Tripod
- One 3V Lithium Battery CR123A
- One Roll 35mm Color Print Film ISO 100 12 Exp.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3432-KT1	Sure Shot 60 Zoom Deluxe Kit	245.00	147.00	139.95



Sure Shot 80 Tele Kit

Contents:

- Sure Shot 80 Tele Body w/Neck Strap
- Deluxe Soft Compact Case M, CSU-3
- One 3V Lithium Battery CR123A
- One Roll 35mm Color Print Film ISO 100 12 Exp.



Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3532-KT1	Sure Shot 80 Tele Kit	180.00	116.00	109.95



Sure Shot 80 Tele Date Kit

Contents:

- Sure Shot 80 Tele Date Body w/Neck Strap
- Deluxe Soft Compact Case M, CSU-3
- One 3V Lithium Battery CR123A
- One Roll 35mm Color Print Film ISO 100 12 Exp.



Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3542-KT1	Sure Shot 80 Tele Date Kit	210.00	132.00	124.95

Sure Shot A-1 Pack

Contents:

- Sure Shot A-1 Body
- Sure Shot A-1 Deluxe Soft Case CSU-5
- One 3V Lithium Battery CR123A
- Neck Strap 25



Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3502-KT1	Sure Shot A-1 Pack	310.00	179.00	169.95

Sure Shot A-1 Panorama Date Pack

Contents:

- Sure Shot A-1 Panorama Date Body
- Sure Shot A-1 Deluxe Soft Case CSU-5
- One 3V Lithium Battery CR123A
- Neck Strap 25



Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3522-KT2	Sure Shot A-1 Panorama Date Pack	345.00	199.00	189.95

Sure Shot Owl Date Kit

Contents:

- Sure Shot Owl Date Body w/Neck Strap
- Soft Compact Case, CSU-2
- Two 1.5V AA Size Batteries
- Lens Care Kit:
 - Lens Tissue
 - Lens Cleaning Cloth
 - Blower Brush
 - Cleaning Fluid



Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3162-KT3	Sure Shot Owl Date Kit	150.00	89.00	84.95

NOTE: Co-op Advertising Allowance will not be provided.

Enter the Canon Holiday Season Display Contest!

Display Period: November 1 to December 31, 1995

GRAND PRIZE

A Trip for Two to

EUROPE

(Including airfare and accommodations)

1ST PRIZE

CARIBBEAN CRUISE

2ND PRIZE

CANON OFFICE PRODUCT



Here's your opportunity to create your own distinctive *Canon* display, with your ideas and a *Canon Display Materials Pack*.

Here's all you have to do to enter:

- 1** Contact your Canon U.S.A. Sales Representative for your entry form, fill out your entry form and submit it by September 30th.
- 2** Create your store display according to your own idea! You will also receive a package of Canon Display Materials.
- 3** Keep your display up for at least one week between November 1st and December 31st.
- 4** Take a photograph of your display and sales person, send them with entry form to your Canon U.S.A. Sales Representative. Be sure your name, store name, store location, and phone number are included with the photo! Deadline: **1/15/1996**

Boost Holiday sales with in-store excitement, and get a chance to win a trip to Europe.
Enter the Canon Display Contest right away!

EOS·DCS3



NEW

Canon EOS·DCS Digital SLRs Advance the State of the Art

- Combines Canon's top-of-the-line EOS-1N with Kodak's latest DCS technology for pro-quality digital imaging.
- Fully compatible with Canon EF lenses for unmatched picture quality.
- Superior color reproduction and gradation afforded by 36-bit digital capture (12 bits per RGB channel).
- High resolution 16.4mm x 20.5mm, 1.3 megapixel CCD sensor (1268 x 1012 pixels).
- Equivalent ISO range from 200 to 1600 for EOS-DCS 3c (400 to 6400 for EOS-DCS 3m & EOS-DCS 3IR models).
- Large buffer memory (16 MB) for continuous shooting of up to 12 exposures at framing rates of up to 2.7 images per second.
- Removable PCMCIA storage (both hard disk and flash memory cards).
- Built-in microphone for image annotation, allows the photographer to record sound clips after exposing an image.

Code No.	Description	Suggested List Price	Dealer Net Price
C12-8305-03K	EOS·DCS 3c Body Only	16,000.00	13,900.00

To participate as a "Canon Digital Camera Dealer," please contact your regional sales representative.

EOS-1N RS



NOW IT'S Canon

- The ultimate "Decisive Moment" autofocus SLR.
- Full-time viewfinder display, even during exposure.
- Ultra-high-speed continuous shooting up to 10 frames per second.
- Ultra-quick 6-millisecond shutter release delay.
- Full-range of EOS-1N features, including high-speed 5-point autofocus, multiple metering patterns, silent rewind and custom functions.
- Fully compatible with EF Lenses & EOS Speedlites.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
C12-8311-20S	EOS-1N RS Body Only	3,900.00	2,525.00	2,399.00

EOS-1N



The Professional Choice

- 5-point autofocus with choice of automatic or real-time focusing point selection via Quick Control dial.
- Improved shooting speed and focus prediction capability: Up to 6 frames per second (approx. 5 fps in AI Servo AF) with Power Drive Booster E1.
- Silent rewind: Up to 8 times quieter than the EOS-1.
- Choice of 5 metering patterns from 16-zone Evaluative to 2.3% Fine Spot Metering.
- Improved flash system: Enhanced triple-zone TTL flash sensor plus built-in flash exposure compensation control.
- 14 Custom Functions including mirror lock for expanded flexibility.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
C12-8301-20S	EOS 1N Body Only	2,600.00	1,683.00	1,599.00

EOS A2E



Focus with a glance of your eye!

- A2E features Eye Controlled Focus™—an extraordinary breakthrough in camera technology! You pick the focus point by looking at it.
- Wide-zone 5-point autofocus acquires sharp focus instantly, virtually anywhere in the picture area.
- Advanced Whisper Drive™ film transport with 5fps and near-silent rewind mode. Built-in autozoom flash with red-eye reduction.
- Eight automatic exposure modes and metered manual.
- Electronic Control dials give you fast and easy access to camera functions, including three metering systems and sixteen custom functions.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
C12-8205-211	EOS A2E Body Only	1,200.00	789.00	749.95

EOS A2



Five point wide-zone autofocus

- Wide-zone 5-point autofocus acquires sharp focus instantly, virtually anywhere in the picture area.
- Advanced Whisper Drive™ film transport with 5fps and near-silent rewind mode. Built-in autozoom flash with red-eye reduction.
- Eight automatic exposure modes and metered manual.
- Electronic Control dials give you fast and easy access to camera functions, including three metering systems and sixteen custom functions.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
C12-8204-211	EOS A2 Body Only	1,050.00	684.00	649.95

EOS ELAN IIE



Sophistication in style and technology

- Improved Eye Controlled Focus™ works in both vertical and horizontal camera positions.
- Distinctive aluminum styling and improved control layout.
- New E-TTL evaluative flash metering with optional Speedlite 380EX.
- Canon's exclusive AIM (Advanced Integrated Multi-Point) control system links 3-point AF to multi-zone metering for available light and flash.
- Choice of 10 exposure modes including scale-metered manual.
- 6-zone evaluative, 9.5% partial and center-weighted average metering.
- Choice of 2.5fps continuous or single frame shooting with exclusive Whisper Drive™.
- 11 Custom Functions including mirror lock and depth-of-field preview.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
C12-8283-211	EOS ELAN IIE Body Only	800.00	506.00	479.95
C12-8284-211	EOS ELAN IIE QD Body Only	830.00	527.00	499.95

EOS ELAN II



NEW

Sophistication in style and technology

- Distinctive aluminum styling and improved control layout.
- New E-TTL evaluative flash metering with optional Speedlite 380EX.
- Canon's exclusive AIM (Advanced Integrated Multi-Point) control system links 3-point AF to multi-zone metering for available light and flash.
- Choice of 10 exposure modes including scale-metered manual.
- 6-zone evaluative, 9.5% partial and center-weighted average metering.
- Choice of 2.5fps continuous or single frame shooting with exclusive Whisper Drive™.
- 11 custom functions including mirror lock and depth-of-field preview.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
C12-8293-211	EOS ELAN II Body Only	720.00	453.00	429.95

EOS REBEL X



Express Yourself!

- Incredibly compact and light.
- Fast 3-point Multi-Wide Autofocusing.
- Silent film advance.
- Available custom accessories: Remote Switch, Grip Extension and Eyepiece Extender.
- Compatible with the entire EF lens family including high-speed Ultrasonic lenses.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
C12-8243-212	EOS Rebel X Body Only	400.00	235.00	219.95

EOS REBEL X S



Smallest, Lightest Autofocus SLR with Built-In Flash

- Incredibly compact and light.
- Fast 3-point Multi-Wide Autofocusing.
- Powerful auto pop-up flash with Red-eye Reduction.
- Silent film advance.
- Available custom accessories: Remote Switch, Grip Extension and Eyepiece Extender.
- Compatible with the entire EF lens family including high-speed Ultrasonic lenses.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
C12-8244-212	EOS Rebel XS Body Only	500.00	290.00	269.95
C12-8245-212	EOS Rebel XS QD Body Only	550.00	320.00	299.95

F-1



The basics at their most advanced

- Top-line professional manual focus SLR.
- Accurate, reliable, and flexible.
- Multiple AE modes and match-needle manual control.
- Full range of specialized accessories.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
C12-0751-211	F-1 / Eye Level Finder FN Body	2,500.00	1,630.00	1,550.00
C12-0752-211	F-1 / AE Finder FN Body	2,600.00	1,680.00	1,600.00

Speedlite Line-up



Macro Ring Lite ML-3 Set

Close-up flash for use with either the EF 50mm f/2.5 Compact Macro or EF 100mm f/2.8 Macro lenses.

Code No.	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
C50-0581	460.00	290.00	—



Speedlite 480EG

Easy to use in any situation, compact, high-performance Speedlite providing fully automatic control for use with any EOS camera.

Code No.	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
C50-0702	860.00	557.00	529.00



Speedlite 540EZ

Canon's most versatile high-output auto-zoom Speedlite is compatible with all EOS cameras and most dedicated EOS Speedlite accessories for high-quality flash photography.

Code No.	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
C50-0712	520.00	336.00	319.00



Speedlite 380EX

Large, rugged, high-output grip-style flash with rapid recycling designed to meet professional photographers' demands.



Code No.	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
C50-0561 0721	280.00	179.00	169.00



Speedlite 200E

Compact economical flash providing fully automatic operation with any EOS camera.

Code No.	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
C50-0691	90.00	54.00	49.95

Zoom Lenses



C21-9512
EF 20-35mm f/2.8L

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
2,430.00	1,578.00	1,499.00



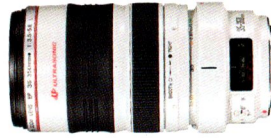
C21-9531
EF 35-135mm f/4.0-5.6 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
550.00	358.00	340.00



C21-9731
EF 20-35mm f/3.5-4.5 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
760.00	494.00	469.00



C21-9642
EF 35-350mm f/3.5-5.6L **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
3,200.00	2,000.00	1,900.00



C21-9742
EF 28-70mm f/2.8L **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
2,300.00	1,441.00	1,369.00



C21-9792
EF 70-200mm f/2.8L **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
2,380.00	1,547.00	1,470.00



NEW

C21-9881
EF 28-80mm f/3.5-5.6 III **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
330.00	214.00	199.00



C21-9561
EF 70-210mm f/3.5-4.5 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
550.00	358.00	340.00



C21-9701
EF 28-105mm f/3.5-4.5 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
570.00	370.00	349.00



NEW

C21-9811
EF 75-300mm f/4.0-5.6IS **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
920.00	578.00	549.00



C21-9631
EF 35-80mm f/4.0-5.6 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
260.00	170.00	159.00



C21-9861
EF 75-300mm f/4.0-5.6 II **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
430.00	276.00	259.00



C21-9841
EF 35-80mm f/4.0-5.6 III

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
170.00	122.00	114.00



NEW

C21-9891
EF 75-300mm f/4.0-5.6 II

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
330.00	214.00	199.00



C21-9671
EF 35-105mm f/4.5-5.6 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
370.00	241.00	229.00



C21-9651
EF 80-200mm f/4.5-5.6 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
360.00	220.00	209.00



C21-9591
EF 35-105mm f/4.5-5.6

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
280.00	158.00	149.00



C21-9871
EF 80-200mm f/4.5-5.6 II

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
280.00	158.00	149.00



C21-9432
EF 100-300mm f/5.6L

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
1,050.00	683.00	649.00



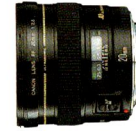
C21-5291
EF 15mm f/2.8 Fisheye

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
1,180.00	767.00	729.00



C21-9551
EF 100-300mm f/4.5-5.6 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
550.00	358.00	340.00



C21-5341
EF 20mm f/2.8 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
840.00	546.00	519.00

Tilt-Shift Lenses



C21-5321
TS-E 24mm f/3.5L

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
2,140.00	1,388.00	1,319.00



C21-5301
EF 24mm f/2.8

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
610.00	399.00	379.00



C21-6231
TS-E 45mm f/2.8

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
2,140.00	1,388.00	1,319.00



C21-5351
EF 28mm f/1.8 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
830.00	526.00	499.00



C21-7291
TS-E 90mm f/2.8

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
2,140.00	1,388.00	1,319.00



C21-5281
EF 28mm f/2.8

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
360.00	231.00	219.00

Macro Lenses



C26-1191
EF 50mm f/2.5 Compact Macro

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
580.00	378.00	359.00



C21-5311
EF 35mm f/2.0

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
500.00	325.00	309.00

Normal Lenses



C54-3791
Life Size Converter EF

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
365.00	253.00	240.00



C21-6222
EF 50mm f/1.0L **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
4,210.00	2,737.00	2,600.00



C26-1221
EF 100mm f/2.8 Macro

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
1,020.00	662.00	629.00



C21-6261
EF 50mm f/1.4 **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
600.00	390.00	370.00

Wide Angle Lenses



C21-5332
EF 14mm f/2.8L **USM**

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
3,560.00	2,316.00	2,200.00



C21-6241
EF 50mm f/1.8 II

Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
140.00	88.00	84.00

Telephoto Lenses



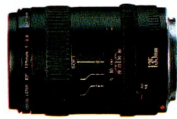
C21-7272 EF 85mm f/1.2L USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
3,240.00	2,105.00	2,000.00



C21-7321 EF 85mm f/1.8 USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
630.00	409.00	389.00



C21-7301 EF 100mm f/2.0 USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
780.00	504.00	479.00



C21-7261 EF 135mm f/2.8 w/Soft Focus		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
650.00	420.00	399.00



C21-8272 EF 200mm f/1.8L USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
6,960.00	4,526.00	4,300.00



C21-7311 EF 200mm f/2.8L USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
1,230.00	799.00	759.00



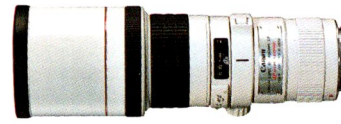
C21-8252 EF 300mm f/2.8L USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
7,130.00	4,632.00	4,400.00



C21-8342 EF 300mm f/4.0L USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
1,700.00	1,104.00	1,049.00



C21-8282 EF 400mm f/2.8L USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
11,000.00	7,158.00	6,800.00



C21-8362 EF 400mm f/5.6L USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
2,270.00	1,473.00	1,399.00



C21-8352 EF 500mm f/4.5L USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
9,070.00	5,895.00	5,600.00



C21-8292 EF 600mm f/4.0L USM		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
14,400.00	9,368.00	8,900.00

Extenders



C54-3781 Extender EF 2x		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
580.00	378.00	359.00



C54-3801 Extender EF 1.4x		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
730.00	473.00	449.00

Extension



C42-6711 Extension Tube EF25		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
175.00	110.00	—



C42-6712 Extension Tube EF12		
Suggested List Price	Dealer Net Price	Assorted Qty. 4+ Unit Price
100.00	64.00	—

SURE SHOT **Z115** and Sure Shot Z115 Panorama Caption



Great pictures anywhere... under any conditions!

- Sleek Champagne metal alloy cover, comfortable feel, elegant appearance.
- 38-115mm power zoom lens.
- Best-Shot Dial with seven different modes.
- Automatic flash with red-eye reduction.
- Precise 3-point Smart Autofocus Real-time shutter release.
- Optional Z115 Panorama Caption model imprints date, time, and/or one of five captions on photos, and offers remote control shutter release and one touch mid-roll switching to Panorama mode.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3402	Sure Shot Z115	500.00	290.00	269.95
C13-3422	Sure Shot Z115 Panorama Caption	520.00	310.00	289.95

SURE SHOT **Z70W** and Sure Shot Z70W Caption



World's smallest 2.5x Zoom Compact Camera.

- Ultra-compact 2.5x (28-70mm) autofocus power zoom camera.
- Convenient Best-Shot Dial with six shooting modes.
- High-quality metal-alloy finish and flat-body design.
- High-precision 3-point Smart Autofocus for sharp focus every time.
- Full-time Real-time mode for ultra-quick shutter release.
- Built-in multi-function flash with red-eye reduction.
- Optional Z70W Caption model imprints date, time, and/or one of five captions on photos.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3375	Sure Shot Z70W	370.00	221.00	209.95
C13-3385	Sure Shot Z70W Caption	400.00	243.00	229.95

SURE SHOT 70zoom

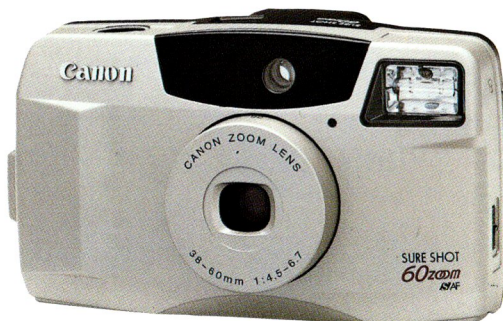


Ultra-slim 2x Power Zoom Camera.

- Ultra-compact 2x (35-70mm) autofocus power zoom camera.
- Advanced flat-body design for maximum durability.
- High-precision 3-point Smart Autofocus for sharp focus every time.
- Fully automatic film handling and exposure control.
- Full-time Real-time mode for ultra-quick shutter release.
- Built-in multi-function flash with red-eye reduction.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3472	Sure Shot 70 Zoom	285.00	159.00	149.95

SURE SHOT 60zoom and Sure Shot 60 Zoom Date

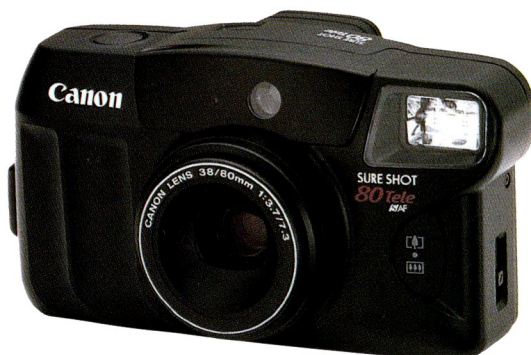


The new vision of elegance.

- Ultra-compact 1.6x (38-60mm) autofocus power zoom camera.
- Easy-view zoom finder is easy to use, even with glasses.
- Fully automatic Mode-Dial operation.
- High-precision 5-point Smart Autofocus for sharp focus every time.
- High-quality silver-tone styling with fully retractable lens.
- Built-in multi-function flash with red-eye reduction.
- Date model imprint functions include 4 date/time combinations.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3432	Sure Shot 60 Zoom	245.00	147.00	139.95
C13-3442	Sure Shot 60 Zoom Date	285.00	159.00	149.95

SURE SHOT 80Tele and Sure Shot 80 Tele Date



Big things come in small packages.

- Fully automatic compact 35mm camera with built-in 38/80mm dual focal-length lens.
- The largest wide/tele ratio (2.1x) and the longest telephoto focal length (80mm) in its class.
- Large "Easy-View" real image viewfinder for easy use, even with eyeglasses.
- Mode Dial for simplified selection of automatic operation modes.
- High precision 3-point Smart Autofocus.
- Built-in automatic multi-function flash with red-eye reduction.
- Date model imprint functions include 4 date/time combinations.

**Dual focal length camera category as of July '95*

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3532-KT1	Sure Shot 80 Tele Kit	180.00	116.00	109.95
C13-3542-KT1	Sure Shot 80 Tele Date Kit	200.00	132.00	124.95

SURE SHOT *del Sol*



Capture the World with Solar Power.

- World's first solar powered fully automatic 35mm camera.
- Environment-friendly design eliminates need for disposable batteries.
- Built-in solar panel also functions as protective front cover.
- High-precision 3-point Smart Autofocus for sharp focus every time.
- All-glass 32mm f/3.5 lens focuses as close as 1.5 feet.
- Built-in multi-function flash with red-eye reduction.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3332	Sure Shot del Sol	285.00	159.00	149.95

SURE SHOT **A1** and Sure Shot A-1 Panorama Date



High-Performance Waterproof Camera!

- Compact and lightweight waterproof 35mm camera.
- Underwater operation at depths down to 16.4 feet.
- Large, bright, high-eyepoint viewfinder.
- Precise 3-point active Smart Autofocus.
- Built-in flash with red-eye reduction and choice of shooting modes.
- A-1 Panorama Date model has one touch mid-roll switching to Panorama mode, and date/time imprinting with choice of format.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3502-KT1	Sure Shot A-1 Pack	310.00	179.00	169.95
C13-3522-KT2	Sure Shot A-1 Panorama Date Pack	345.00	199.00	189.95

SURE SHOT *Owl* and Sure Shot Owl Date

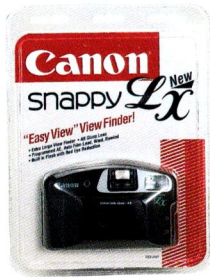


Make every shot a Sure Shot.

- Fully automatic autofocus 35mm camera.
- 3-step Active Autofocus gives sharp focus from 2.6 feet to infinity.
- Unique "Easy View" high-eyepoint extra large viewfinder.
- Automatic film handling with mid-roll rewind.
- Automatic built-in flash with red-eye reduction.
- Sure Shot Owl Date imprints photo with choice of 4 date/time imprints.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3152	Sure Shot Owl	125.00	74.00	69.95
C13-3162	Sure Shot Owl Date	150.00	89.00	84.95

snappy *Lx* ^{NEW} and Snappy LX Date

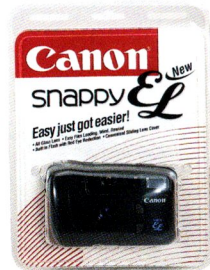


So easy to use — takes great pictures automatically!

- Fully automatic fixed-focus compact 35mm camera.
- Extra-large viewfinder for easy use, even with glasses.
- All-glass lens for sharp photos every time.
- Programmed Automatic Exposure and Auto-Load, Auto-Wind, Auto-Rewind.
- Built-in multi-function flash with red-eye reduction.
- Stylish, contoured body with built-in Lens Cap.
- Quartz Date model imprint functions include 4 date/time combinations.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-3172	Snappy LX	115.00	63.00	57.95
C13-3182	Snappy LX Date	120.00	72.00	67.95
C13-3172-505	Snappy LX Blister Pack	115.00	63.00	57.95

snappy *EL* and Snappy EL Date



So easy to use — it's a Snap!

- Fully automatic fixed-focus compact 35mm camera.
- All-glass lens for sharp photos every time.
- Auto-Load, Auto-Wind, Motorized Rewind.
- Built-in multi-function flash with red-eye reduction.
- Convenient sliding lens cover protects all components.
- Quartz Date model imprint functions include 4 date/time combinations.

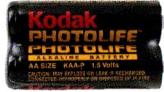
Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C13-2762	Snappy EL	80.00	47.00	44.95
C13-2772	Snappy EL Date	95.00	58.00	54.95
C13-2762-503	Snappy EL Blister Pack	80.00	47.00	44.95



Compact Case CZU-1



35mm Print Film 12 Exp.



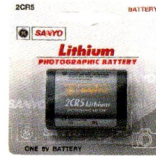
1.5V AA Batteries



Compact Case CSU-1



Compact Case CSU-2



6V Lithium Battery



3V Lithium Batteries



52mm UV Filter



Lens Care Kit

SLR Custom Accessory Pack Series

- Increase your profits with Canon's eye-catching SLR Custom Accessory Packs, offering the most popular accessories for both your Canon customers and other SLR camera users, as well.
- Attractive boxes containing individually-packaged accessories are designed to easily hang on display racks, giving them high visibility for customers and increased sales opportunities for YOU!
- What's more, the individually-packaged items may be sold separately, giving you additional profit potential.

SLR Custom Accessory Pack S1

- Contents:
- 52mm UV Filter Haze-1
 - Two 3V Lithium Battery CR123A
 - Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid

Code No.	Description	Suggested List Price	Dealer Net Price
0-3500-S1	SLR Custom Accessory Pack S1	27.00	13.50

This Pack is for EOS Rebel X/XS and any SLR cameras powered by two 3V lithium battery CR123A.

SLR Custom Accessory Pack S2

- Contents:
- 52mm UV Filter Haze-1
 - One 6V Lithium Battery 2CR5
 - Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid

Code No.	Description	Suggested List Price	Dealer Net Price
0-3500-S2	SLR Custom Accessory Pack S2	26.00	13.00

This Pack is for EOS ELAN II/IE, A2/A2E, EOS-1N and any SLR cameras powered by a 6V lithium battery 2CR5.

Compact Camera Accessory Pack Series

- Build your profits with the accessories Canon customers as well as other compact camera users want most. Designed to work with any make compact camera and easy to display on hanging racks, these eye-catching, individually-packaged accessories will become great point-of-purchase profit makers for YOU!
- What's more, the individually-packaged items may be sold separately, further increasing your profit potential.

Compact Camera Accessory Pack L1

- Contents:
- Deluxe Soft Compact Case, Large Size CZU-1
 - One Roll 35mm Color Print Film ISO 100 12 Exp.
 - Two 3V Lithium Batteries CR123A
 - Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid

Code No.	Description	Suggested List Price	Dealer Net Price
0-1500-L1	Compact Camera Accessory Pack L1	32.50	16.00

This Pack is recommended for Sure Shot Z115 and most Zoom compact cameras powered by two 3V lithium batteries CR123A.

Compact Camera Accessory Pack L3

- Contents:
- Soft Compact Case, Medium Size CSU-2
 - One Roll 35mm Color Print Film ISO 100 12 Exp.
 - Two 1.5V AA Size Batteries
 - Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid

Code No.	Description	Suggested List Price	Dealer Net Price
0-1500-L3	Compact Camera Accessory Pack L3	16.10	7.00

This Pack is recommended for Sure Shot Owl Snappy LX, EL and most Fixed Focus/AF cameras powered by two 1.5 V AA Size batteries.

Compact Camera Accessory Pack L2

- Contents:
- Soft Compact Case, Medium Size CSU-2
 - One Roll 35mm Color Print Film ISO 100 12 Exp.
 - One 3V Lithium Battery CR123A
 - Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid

Code No.	Description	Suggested List Price	Dealer Net Price
0-1500-L2	Compact Camera Accessory Pack L2	20.50	10.00

This Pack is recommended for Sure Shot Z 70W, 70 Zoom, 60 Zoom, 80 Tele and most AF/DUAL/Zoom compact cameras powered by a 3V lithium battery CR123A.

Compact Camera Accessory Pack L4

- Contents:
- Soft Compact Case, Small Size CSU-1
 - One Roll 35mm Color Print Film ISO 100 12 Exp.
 - One 3V Lithium Battery CR123A
 - Lens Care Kit: Lens Tissue, Lens Cleaning Cloth, Blower Brush, Cleaning Fluid

Code No.	Description	Suggested List Price	Dealer Net Price
0-1500-L4	Compact Camera Accessory Pack L4	20.50	10.00

This Pack is recommended for most Ultra Compact cameras powered by a 3V lithium battery CR123A.

Professional Gadget Bag 1



- Rugged, waterproof urethane-coated material for professional use
- Weather-flapped top cover with genuine leather carrying handle
- Large zippered front pocket with mesh pouch and accessory holders
- Zippered rear pouch for storing an air ticket, map or notebook
- Quick-release film pouch inside top cover for smooth airport hand inspection
- Well arranged divider system for secure storage and easy access
- A pair of adjustable straps provided to carry a tripod on the bottom

Size: 15"(W) x 8.5"(H) x 8"(D)
Color: Forest Green

Storage Capacity: 1~2 7 ~10

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
0-3600-3	Professional Gadget Bag 1	119.00	65.95	59.95

Deluxe Gadget Bag 10



- Rugged, waterproof, urethane-coated material for professional use
- Weather-flapped top cover with genuine leather carrying handle
- Large zippered front pocket with mesh pouch and accessory holders
- Zippered rear pouch for storing an air ticket, map or notebook
- Built-in waist belt quickly tucks away behind a rear pouch
- Quick-release film pouch inside top cover for smooth airport hand inspection
- Well-arranged divider system for secure storage and easy access
- A pair of adjustable straps provided to carry a tripod on the bottom

Size: 11.5"(W) x 8.25"(H) x 6.25"(D)
Color: Forest Green

Storage Capacity: 1~2 5 ~8

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
0-3600-4	Deluxe Gadget Bag 10	99.00	54.95	49.95

Custom Gadget Bag 100



- Rugged, waterproof, urethane-coated material for extra durability
- Large zippered front pocket with three accessory pouches
- Zippered rear pouch for storing an air ticket, map or notebook
- Large zippered pouch inside the top cover
- Well-arranged divider system for secure storage and easy access
- A pair of adjustable straps provided to carry a tripod on the bottom

Size: 10.75"(W) x 7"(H) x 4.5"(D)
Color: Forest Green

Storage Capacity: 1~2 3 ~4

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
0-3600-1	Custom Gadget Bag 100	39.00	22.95	19.95

Custom Gadget Bag 200



- Tall height allows vertical storage of cameras equipped with telephoto lenses
- Rugged, waterproof, urethane-coated material for extra durability
- Large zippered front pocket with three accessory pouches
- Zippered rear pouch for storing an air ticket, map or notebook
- Large zippered pouch inside the top cover
- Well-arranged divider system for secure storage and easy access
- A pair of adjustable straps provided to carry a tripod on the bottom

Size: 9.10"(W) x 9.6"(H) x 4.75"(D)
Color: Forest Green

Storage Capacity: 1~2 3 ~4

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
0-3600-5	Custom Gadget Bag 200	39.00	22.95	19.95

Professional Back Pack 1



- Rugged, waterproof, urethane-coated material for extra durability
- Two fully foam-padded main compartments to carry a maximum amount of gear
- Zippered rear pouch for storing an air ticket, map or notebook
- Internal zippered pouch also functions as a partition
- Adjustable waist belt for added stability while carrying
- Well-arranged divider system for secure storage and easy access
- A pair of adjustable top straps provided to carry a tripod

Size: 12.5" (W) x 16.25" (H) x 5.25" (D)
Color: Forest Green

Storage Capacity: 1~2 5 8

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
0-3600-2	Professional Back Pack 1	79.00	39.95	34.95

Deluxe Back Pack 10



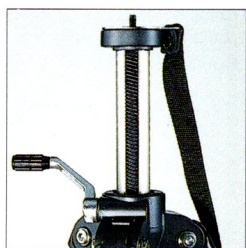
- Compact size makes shooting easy while on the move
- Rugged, waterproof, urethane-coated material for extra durability
- Two fully foam-padded main compartments to carry a maximum amount of gear
- Zippered rear pouch for storing an air ticket, map or notebook
- Internal zippered pouch also functions as a partition
- Adjustable waist belt for added stability while carrying
- Well-arranged divider system for secure storage and easy access
- A pair of adjustable top straps provided to carry a tripod

Size: 10.25" (W) x 14" (H) x 5.25" (D)
Color: Forest Green

Storage Capacity: 1~2 4 5

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
0-3600-6	Deluxe Back Pack 10	59.00	34.95	29.95

Professional Tripod 1



Angle-Gear Center Column

Professional Pan Head 1

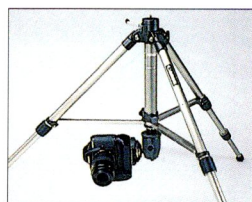


- 3-section rugged tubular aluminum legs
 - Secure collar leg locks
 - Double-fitted, angle-gear center column
 - Carrying strap included
- Color: Titanium bronze
Length: 59 in. extended/23 in. folded
Weight: 5.7 lbs.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
T-0003	Professional Tripod 1	209.95	149.95	139.95

- Rugged metal construction for professional use
 - Two large handles for fast and precise 3-way control
 - Scale in 10° increments for up/down and left/right tilt
 - Built-in bubble level
- Color: Dark gray-brown
Weight: 2.2 lbs.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
T-0006	Professional Pan Head 1	69.95	54.95	49.95



Ground Level Operation

Professional Ball Head 1



- Rugged metal construction for professional use
 - Single-action locking lever for fast and precise positioning
 - Exceptionally smooth rotation and positive locking lever
 - Screw-adapter to accommodate either 3/8" or 1/4" tripod screw
- Color: Dark gray
Weight: 1.2 lbs.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
T-0005	Professional Ball Head 1	69.95	54.95	49.95

Deluxe Tripod 10



Semi-Low Angle Stance

- Semi-low angle stance as low as 14.8 in.
- 3 section rugged tubular aluminum legs
- Quick lever leg locks
- Double-fitted geared center column
- Built-in bubble level
- Color: Black
- Length: 55.9 in. extended/22.0 in. folded
- Weight: 4.8 lbs.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
T-0004	Deluxe Tripod 10	69.95	54.95	49.95

Deluxe Pan Head 10



- Heavy-duty metal construction
- Single large handle for fast and precise pan and tilt control
- Separate lock knob for right tilting camera platform
- Incorporates 1/4" tripod screw
- Color: Dark gray-brown
- Weight: 1.3 lbs.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
T-0008	Deluxe Pan Head 10	44.95	30.95	27.95

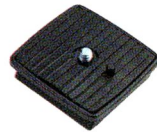
Deluxe Ball Head 10



- Heavy-duty metal construction
- Single-action large handle for fast and precise positioning
- Incorporates 1/4" tripod screw
- Color: Black
- Weight: 1.1 lbs.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 3+ Unit Price
T-0007	Deluxe Ball Head 10	44.95	30.95	27.95

Custom Tripod 100



Quick Release Photo Platform

- 3-way Pan head
- Quick release photo platform
- 3-section hexagonal aluminum legs
- Quick lever leg locks
- Geared center column
- Locking radial center braces
- Non-slip feet
- Color: Black
- Length: 56.7 in. extended/21.1 in. folded
- Weight: 2.4 lbs.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
T-0001	Custom Tripod 100	39.95	27.95	24.95

Table Pod 10



- Height in use: 6.45 in.
- Bottom Triangle when opened: 10.6 x 9.4 x 9.0 in.
- Folds down flat and compact
- Full size photo platform
- Locking ball and socket head
- Rugged heavy-duty aluminum alloy
- Sturdy legs with sure-grip tips
- Color: Black
- Weight: 10.2 oz.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
T-0002	Table Pod 10	29.95	18.95	16.95

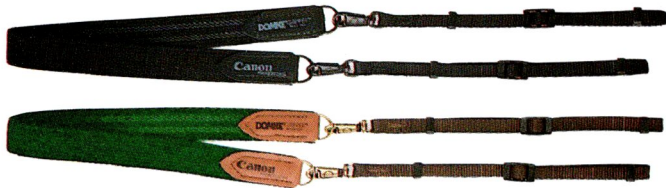
Filter Soft Case



- Ideal accessory to keep filters organized protected and easily accessible
- Six transparent pockets inside enable a full view of all filters
- Fully padded tough material for extra durability and security
- Large size: Designed to hold 6 filters up to 82mm maximum diameter
- Small size: Designed to hold 6 filters up to 62mm maximum diameter
- Color: Forest Green (for both sizes)

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C-0001-LG	Filter Soft Case L	19.95	10.95	9.95
C-0001-SG	Filter Soft Case S	14.95	8.95	7.95

Professional Strap 1



The heavy-duty design will satisfy the professional's need for durability, non-slip security, and twist-proof quick release extensions that are especially handy for use with super telephoto lenses.

- Comfortable Non-Slip Construction
- Durable Military Spec Stitching
- Reliable Non-Twist Quick-Release
- 1 inch wide strap with Canon Professional Logo
- 2 color choices: Black, Green

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
N-0001-BL1	Professionals strap 1 (Black)	18.00	9.95	8.95
N-0001-GR1	Professional Strap 1 (Green)	18.00	9.95	8.95

EOS Wide Neck Strap EW-100



This classic wide strap is designed to carry all EOS or other cameras comfortably.

- Designed to carry EOS or any cameras comfortably
- Feels good in your hand and on your shoulder
- Built-in eyepiece cover for EOS Autofocus SLR cameras
- 1.5 inch wide strap with Canon Logo
- Color: Green, Blue, Red

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
C56-1511	EOS Wide Neck Strap EW-100 (Green)	15.00	10.00	9.00
C56-1561	EOS Wide Neck Strap EW-100 (Blue)	15.00	10.00	9.00
C56-1562	EOS Wide Neck Strap EW-100 (Red)	15.00	10.00	9.00

Deluxe Soft Compact Case Series

High quality materials and stylish design with metal Canon logo give this series a smart look.

Deluxe Soft Compact Case L



Designed to accommodate most compact cameras, especially Zoom models. (Canon Sure Shot Z115)

- Two zippered compartments
- Large pouch fully padded to protect camera securely
- Smaller zippered pocket for film, batteries and other accessories
- Adjustable, quick-release shoulder strap
- Belt loop
- Inside measurement: H: 6-5/16" W: 3-5/16" D: 1-3/16"
- Color: Navy Blue

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
O-CZU1	Deluxe Soft Compact Case L	12.00	7.00	6.00

Deluxe Soft Compact Case M



Perfect for most compact cameras, especially Dual, AF and Fixed Focus models. (Canon Sure Shot Z 70W, 70 Zoom, 60 Zoom, 80 Tele, Owl, Snappy LX or EL)

- Two separate compartments
- Large pouch with Velcro top fully padded to protect camera securely
- Smaller zippered pocket for film, batteries and other accessories
- Strap snap loop for attaching the case to camera's neck strap
- Belt loop
- Inside measurement: H: 5-1/4" x W: 3-1/8" x D: 1-3/4"
- Color: Forest Green

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
O-CSU3	Deluxe Soft Compact Case M	10.50	6.50	5.50

Deluxe Soft Compact Case S



Designed, to fit virtually all ultra-compact cameras. (Canon Sure Shot 60 Zoom)

- Fully padded pouch with Velcro top to protect camera securely
- Strap snap loop for attaching the case to camera's neck strap
- Belt loop
- Inside measurement: H: 5" x W: 2-9/16" x D: 1-1/2"
- Color: Burgundy

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price
O-CSU4	Deluxe Soft Compact Case S	9.00	5.50	4.50

KENKO Delphinus Underwater Housing System for EOS Cameras

CE-05 for EOS A2/A2E



Photo: CE-05 with W/A Port + Ext. Ring L

CE-100* for EOS ELAN



Photo: CE-10 with Macro Port

CE-RX for EOS REBEL X/XS



Photo: CE-RX with W/A Port + Ext. Ring S

CE-05 body

Code No.	Suggested List Price	Dealer Net Price
KO1-89350	\$1,760.00	\$1,320.00

CE-100 body

Code No.	Suggested List Price	Dealer Net Price
KO1-89349	\$1,710.00	\$1,295.00

CE-RX body

Code No.	Suggested List Price	Dealer Net Price
KO1-89360	\$1,320.00	\$990.00

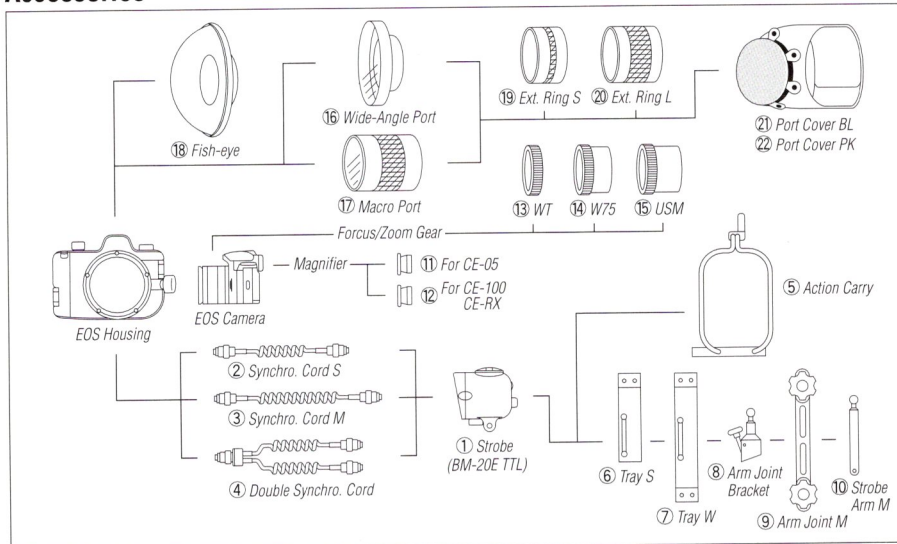
	CE-05 for EOS A2/A2E	CE-100* for EOS ELAN	CE-RX for EOS REBEL X/XS
Materials	Marine-Grade Aluminum		
WxHxD (mm)	206 x 169 x 135		195 x 143 x 125
Weight	1.95 kg (69 oz.)	1.9 kg (67 oz.)	1.55 kg (55oz.)
Depth	75 m (264 ft.)		
Dial Operation (with focus/zoom gear as option)	Shutter Button, Main Dial, Quick Control Dial, Command Dial, Zoom Dial (with focus/zoom gear as option) Metering Mode Button AF Focusing Point Selection, Function Button		

Note: See price list for special set pricing.

*Available only upon request. ELAN needs modification to use with CE-100.

The Nikon SB 103/104, Sea&Sea YS300TTL/N and Morris F-6 TTL strobes are compatible with the CE housing by a conversion circuit

Accessories



BM-20E TTL



Code No.	Suggested List Price	Dealer Net Price
KO1-89600	\$350.00	\$262.00

Materials/Depth	Poli-Carbonate Resin/50m (164ft.)
Power	4 x AA alkaline or Ni-Cd
WxHxD/Weight	103 x 96 x 107mm/650g (23 oz.)
GN/Recycling Time	20m (66ft.) (ISO100)/~4s

Port	Lens	Focus/Zoom GEAR
Wide-Angle Port	EF24mm f/2.8 EF28mm f/2.8 EF35mm f/2	WT WT WT
Wide-Angle Port + Extension Ring S	EF50mm f/1.4 USM EF50mm f/1.8 II EF20-35mm f/3.5-4.5 USM EF28-80mm f/3.5-5.6 USM EF28-80mm f/3.5-5.6 II USM EF35-80mm f/4-5.6 USM	W75 WT WT USM WT WT
Wide-Angle Port + Extension Ring L	EF50mm f/1.4 USM EF50mm f/1.8 II EF50mm f/2.5 Macro EF20-35mm f/2.8L EF28-80mm f/3.5-5.6 USM EF28-80mm f/3.5-5.6 II USM EF28-105mm f/3.5-4.5 USM EF35-80mm f/4-5.6 USM EF35-105mm f/4.5-5.6 USM	W75 WT WT WT USM WT USM WT WT
Macro Port	EF50mm f/1.4 USM EF50mm f/1.8 II EF50mm f/2.5 Macro	W75 WT WT
Macro Port + Extension Ring L	EF100mm f/2.8 Macro	W75
Fish Eye Port	EF14mm f/2.8L USM EF15mm f/2.8 Fish-Eye EF20mm f/2.8 USM EF20-35mm f/3.5-4.5 USM	W75 WT W75 W75

Strobe System

Product No.	Code No.	Suggested List Price	Dealer Net Price
1	KO1-89600	\$350.00	\$262.00
2	KO1-89134	\$135.00	\$101.00
3	KO1-89135	\$140.00	\$105.00
4	KO1-89136	\$240.00	\$180.00
5	KO1-89400	\$196.00	\$147.00
6	KO1-89604	\$75.00	\$56.00
7	KO1-89363	\$90.00	\$67.00
8	KO1-89599	\$85.00	\$64.00
9	KO1-89602	\$115.00	\$86.00
10	KO1-89601	\$72.00	\$54.00

Strobe System

Product No.	Code No.	Suggested List Price	Dealer Net Price
11	KO1-89332	\$80.00	\$60.00
12	KO1-89362	\$80.00	\$60.00
13	KO1-89337	\$68.00	\$51.00
14	KO1-89357	\$82.00	\$61.00
15	KO1-89356	\$82.00	\$61.00
16	KO1-89354	\$170.00	\$127.00
17	KO1-89341	\$200.00	\$150.00
18	KO1-89343	\$350.00	\$263.00
19	KO1-89342	\$115.00	\$86.00
20	KO1-89353	\$120.00	\$90.00
21	KO1-89345	\$68.00	\$51.00
22	KO1-89346	\$68.00	\$51.00

*We have special set pricing. See Price List.

Replacement Parts

Code No.	Suggested List Price	Dealer Net Price
KO1-89401	\$4.00	\$3.00
KO1-89361	\$18.00	\$13.00



Canon Binoculars

- Featuring multi-coated Canon optics based on EF Lens technology for excellent edge-to-edge sharpness and contrast.
- Compact, lightweight and durable design optimized for easy holding.
- Made with environmentally-friendly lead-free glass.



BINOCULARS 12x36IS IMAGE STABILIZER



- World's first active optical image stabilizer design for binoculars.
- High-magnification (12x), long eye relief, wide-field viewing (67°).
- Multi-coated Canon optics including doublet field-flattener for excellent edge-to-edge sharpness and contrast.
- Focuses as closely as 3.7m/12 ft. for maximum flexibility.
- Compact roof-prism design with water-resistant rubber coating for non-slip holding.



BINOCULARS 8x32WP



- Nitrogen-filled waterproof construction combined with compact roof-prism design and rubberized non-slip grip, ideal for marine use.
- Multi-coated Canon optics including field-flattener for excellent edge-to-edge sharpness and contrast.
- High-magnification (8x), long eye relief and wide-field viewing (60°) produces bright image even in poor light.



BINOCULARS 8x23AWP



- Nitrogen-filled waterproof construction combined with ultra-compact porro-prism design and rubberized non-slip grip, ideal for marine use.
- Multi-coated Canon optics including aspherical lens for excellent edge-to-edge sharpness and contrast.
- High-magnification (8x), close focusing to 3m/9.8 ft.



BINOCULARS 10x25A



- Ultra-compact, lightweight folding design optimized for easy holding and storage.
- Multi-coated Canon optics including aspherical lens for excellent edge-to-edge sharpness and contrast.
- 10x25A High-magnification (10x), close focusing to 3m/9.8 ft.
- Rubberized non-slip grip.



BINOCULARS 8x22A



- Ultra-compact, lightweight folding design optimized for easy holding and storage.
- Multi-coated Canon optics including aspherical lens for excellent edge-to-edge sharpness and contrast.
- 8x22A High-magnification (8x), close focusing to 3m/9.8 ft.
- Rubberized non-slip grip.

Code No.	Description	Suggested List Price	Dealer Net Price	Assorted Qty. 6+ Unit Price	UPC Code
D76-0021	Binoculars 12x36IS	\$1,599.00	\$799.95	—	082966 301209
D79-9001	Binoculars 8x32WP	\$329.00	\$169.00	\$159.95	082966 301223
D79-9002	Binoculars 8x23AWP	\$269.00	\$134.00	\$126.95	082966 301230
D79-9003	Binoculars 10x25A	\$219.00	\$111.00	\$104.95	082966 301247
D79-9004	Binoculars 8x22A	\$199.00	\$98.00	\$92.95	082966 301254

General Use
 Bird Watching
 Spectator Sports
 Travel
 Theater
 Camping/Hiking
 Hunting
 Marine Activity
 Astronomy

**BINOCULAR INCENTIVE PROGRAM
1995 (2nd Half)****5% Bonus Credit on all Canon Binoculars shipped**

Program Period: July 1, 1995 ~ December 31, 1995

Payment Period: By the end of January 1996

Conditions:

1. Minimum Purchase: \$2,000 of Binoculars
2. Promote Canon Binoculars
3. For Terms and Conditions, including Minimum Advertising Price Conditions, see next side

Enrollment: Please fill in the Enrollment Form and fax or mail to Canon U.S.A., Inc. Headquarters, or contact your Canon Sales Rep. by September 30, 1995. If you were enrolled in the program 1st half, then you need not send in an Enrollment Form. And if you choose not to participate in the 1995 Program (2nd half), please notify us.

BINOCULAR INCENTIVE PROGRAM 1995 (2nd Half)

I. GENERAL POLICY

Canon's Binocular Incentive Program ("Program") is designed to help dealers promote Canon Binoculars.

Dealers may receive a bonus ("Bonus") equaling 5% of their net purchases of the Binoculars from Canon U.S.A., Inc. ("Canon") during the Program Period as defined below.

To receive the Bonus, all terms and conditions must be satisfied throughout the Program Period.

THE PROGRAM DOES NOT AFFECT DEALER'S INDEPENDENT PRICING DECISIONS. DEALER MAY FREELY SELL THE PRO EQUIPMENT AT ANY PRICE. Dealers who do not qualify for the Bonus during the Program Period may participate in the next following program period, if any.

II. PROGRAM PERIOD AND HOW TO ENROLL

July 1, 1995 through December 31, 1995 ("Program Period")

The Program is open to all Canon Authorized Camera Dealers. To participate in the Program, fill out the enrollment form and submit it by fax or mail by September 30, 1995.

III. BONUS REIMBURSEMENT

Bonus will be issued to dealers by the end of January 1996, on the condition that Canon confirms that the dealer has satisfied all terms and conditions of the Program during the entire Program Period. Bonus will be issued in the form of credits. Dealers are expected to fully utilize the Bonus to expand their Binocular business. Canon reserves the right to charge-back the dealer's account in the event of overpayment or determination that the dealer failed to satisfy the terms and conditions of the Program.

IV. TERMS AND CONDITIONS

1. Minimum Purchase Requirement: During the Program Period, dealers must purchase \$2,000.00 of Binoculars.
2. Promotional Requirement: [A] Display Space: Prominent display space must be allocated to facilitate the demonstration of the Binoculars. [B] Other Promotions: Contact your Canon Sales Rep to discuss promotional activities appropriate for your dealership. Suggested promotions include seminars, in-store demonstrations, advertising that qualifies under the Program, etc.
3. Minimum Advertising Price ("MAP"): To qualify for the Bonus, advertised prices must be MAP or higher, except for approved advertisements listing no price (see paragraph 4). The MAP schedule is attached and is part of the Program. "Call", "Call For Price" or any variation of "Call" pricing does not qualify for the Bonus. If, during the Program Period, a dealer advertises any of the Binocular below the MAP or in a defective or misleading way, the dealer will not receive any Bonus payment for that Program Period

and the dealer will no longer be deemed a participant for that Period. The dealer may re-enter the Program in the next program period, if any.

4. If the dealer wishes to feature the Binoculars in an advertisement without listing price, the dealer must get specific written approval in advance from the Camera Regional Sales Manager. Canon will provide an ad-slick for dealers that want to run an ad which does not contain price.
5. MAP applies to all advertising media, including but not limited to newspapers, magazines, flyers, direct mail, television and radio commercials. MAP applies to national and local advertising. (Please note: The Program applies to some media and forms of advertising (e.g. national advertising) for which co-op advertising credit may not be available.)
6. Advertisements must not be unfair or deceptive.
7. Dealers must comply with the terms and conditions of their written retail dealer agreement and is prohibited under the Program.

V. OTHER FEATURES OF THE PROGRAM

1. Dealers do not have to participate in the Program to purchase the Binoculars.
2. The terms and conditions of Canon USA's co-op advertising program and Professional Products Incentive Program for Canon camera products are not affected by the Program and remain in full force and effect.
3. Purchase amount is Net purchase of invoice. This does not apply to close-outs or specials. All returns will be adjusted. Credit hold and back-ordered items cannot be considered under the conditions of this Program.
4. Rebates, discounts, free merchandise and the value of other advertised allowances and promotions will be deducted from the dealer's advertised price to determine the dealer's compliance with MAP requirements.
5. Canon reserves the right to change or cancel the Program upon ten days written notice. In no case can the Program be modified or amended verbally. Any and all changes to the Program must be in writing signed by an authorized officer of Canon.
6. The Bonus is redeemable only by the dealer whose name appears on the enrollment form. In no case can the Bonus be transferable.
7. THE PROGRAM DOES NOT AFFECT THE RETAIL PRICE ACTUALLY CHANGED BY ANY AUTHORIZED CANON DEALER. Dealers are free to discontinue their participation in the Program at any time and advertise at any price they choose, but dealers will not receive any Bonus payments unless they comply with all terms and conditions of the Program during the entire Program Period. There will be no "pro rata" payments for dealers that comply with the Program for a portion of the Program Period only.

Minimum Advertised Price List

THESE PRICES ARE ONLY FOR THE PURPOSE OF QUALIFYING FOR CO-OP ADVERTISING CREDIT.

<i>Item Code No.</i>	<i>Product Description</i>	<i>Suggested List Price (\$)</i>	<i>Minimum Adv. Price For Co-op Credit (\$)</i>
D76-0021	Binoculars 12 x 36 IS	1,599.00	949.00
D79-9001	Binoculars 8 x 32 WP	329.00	199.00
D79-9002	Binoculars 8 x 23 AWP	269.00	159.00
D79-9003	Binoculars 10 X 25 A	219.00	129.00
D79-9004	Binoculars 8 x 22 A	199.00	119.00