



SHOOTING TO SELL: E-COMMERCE SOLUTIONS

Canon

CANON IMAGING

Canon imaging solutions provides your business with the tools to create effective and creative in house content.

MARKET TRENDS

01

Faced with the impact of the pandemic, businesses have seen an increase in online purchases.

02

The growth of social media has also fuelled a requirement from audiences for more content.

03

Businesses need to differentiate themselves from their competitors with outstanding product and marketing visuals.

YOUR BUSINESS CHALLENGES

Content production can be slow

External content teams can be slow to deliver the product photos and marketing assets you need and can be costly to your business.

Poor efficiency

Handling large quantities of photo and video files between programs can be an organisational challenge for your file and workflow management.

Difficult to move between stills and video production / lack of flexibility

The perception of moving between product photography and corporate video content is that it requires lots of different equipment, software and skillsets, stretching your team's capability.

Evolving content needs and worry over longevity of investments

As you grow, equipment and systems can be difficult to scale without becoming complicated.

Keeping track of technology changes

New technologies create opportunities for enhanced communication. Keeping pace and staying relevant is not easy.

EVERY BUSINESS IS UNIQUE

TAILORED IMAGING SOLUTIONS FOR YOUR EVERY NEED

Canon works directly with you to deliver bespoke, modular and highly flexible imaging solutions for all your creative needs, giving your company the tools and power to create whenever you need to.

Discover solutions designed to elevate your potential, from stills photography and video to cutting-edge hybrid equipment. Enhance your operations with seamless remote workflow management through Canon SDK/CCAPI, robust video streaming solutions, and comprehensive audio control and compatibility.



FIND THE RIGHT SOLUTION FOR YOU

YOUR TOP PRIORITY

Creativity that sells – In a competitive e-commerce landscape, you need to be able to stand out from the crowd with creative, high-quality images that have the power to capture attention, highlight product value, stimulate sales and reduce returns.

From capture to commerce at speed – As you grow, so does your inventory. You need to be able to capitalise on the the real-time nature of digital business by getting stock from shoot to store in seconds. It's important to have solutions that provide a competitive edge, harnessing efficient workflows to put your inventory in front of customers at competitive speed.

Persuasive innovation – Giving your customers the detail and confidence to commit to a purchase is paramount. From an everyday purse or a pair of shoes, to a luxury car or a diamond ring, bringing your products to life will boost persuasion and drive sales.

MANUAL SOLUTIONS

Powerful tools for e-commerce photography. The perfect partner for growing your business.

HYBRID SOLUTIONS

Hybrid setups help customers maintain absolute creative freedom with automated solutions. Combining both a traditional studio and automated solutions allows you to be agile without compromising on quality or speed.

AUTOMATED SOLUTIONS

Canon, along with trusted partners, deliver pioneering automated image solutions that the latest camera technology for growing e-commerce businesses. Our wide ranging partner solutions cover product sectors from jewellery and home furnishings to automotive encompassing flexibility to support any scale or work environment.

WHY CHOOSE MANUAL SOLUTIONS?

Class-leading colour – No matter what they're they are looking to buy, customers care about picking the right item and avoiding the hassle of returns. Accurate colour fidelity, wide dynamic range and low noise, capturing true-to-life model skin tones, and faithfully reproducing item and fabric colours are essential to deliver accurate imagery. All of which give customers a true representation of their purchase, increasing sales and saving you money on returns.

Clarity that sells – Our top-tier lenses and sensor technology collaborate to precisely record textures and highlight the subtlest nuances. Emphasise excellence by seizing every nuance and motivate customers with resolution that wows.

Real-time creative control – Integrate into your existing workflows, allowing editors, art directors or clients to review images in real time, even remotely. With total creative visibility, your team can ensure every shot hits the brief.

WHY CHOOSE AUTOMATED SOLUTIONS?

Consistent reproduction – Save on time-consuming post-production. Canon technology produces reliably consistent results again and again, helping you to create and replicate a distinctive e-commerce brand style that stands out from the competition.

Built-in workflows – Whether you run an in-house studio or an automated workflow, we build our technology to integrate easily and speed up production. Get images from capture to store with ease by teaming Canon's high quality cameras with automated solutions from our partners, into one efficient workflow.

Cutting-edge of commerce – Combine the power of Canon camera technology with automated solutions from our partners in one easy package. Explore automated solutions which capture 360-spin images of your products at speed, allowing customers to explore every angle, or enable you to create colour-accurate augmented reality, letting customers to 'try before they buy.'

This rich content can encourage engagement and mirror the detailed experience of real-life interaction to help deliver sales.

BEYOND TECHNOLOGY

Working with Canon is about more than finding the right equipment.

SCALE AND FLEXIBILITY TO MEET YOUR EVERY NEED.

Every e-commerce business is unique. Canon has the flexibility, breadth and scale to create a solution that fits your business, from what you're shooting to how you like to work.

The right solution for every inventory

Shooting cosmetics or cars? A single earring or a furniture suite? A big brand with an even bigger inventory or a boutique with a bespoke range? We have the breadth to be the right partner for every business. Working in collaboration with the best e-commerce technology partners in the industry, we have the scale to create a tailored solution for every customer no matter what their sector or inventory.

Workflows for every set-up

We know that every business is set up differently, which is why we offer products and workflows that work for everyone. We support businesses who use inhouse or external studios, with solutions that span from manual to fully automated, or somewhere in between. No matter what your workflow, we can keep you shooting.

RELIABLE CONSULTANCY THAT HELPS YOU GROW.

Working with Canon is about more than just technology. We're here to support your e-commerce brand, providing expert advice tailored to your market and situation. We'll help your business find a solution that maximises customer satisfaction.

Bespoke consultancy

Our versatile portfolio, personalised advisory services and structured commercial frameworks ensure that you find the right solution to suit your business needs.

Hands-on support

Through our local Specialist Business Teams, Canon has support on the ground across Europe. Forget time-consuming troubleshooting. We can be on-site, by your side and resolving any challenge, helping you to keep selling.

Flexible buying models

Work with us in the way that suits you, through trusted solutions providers, dealers, or with us directly, to get the benefits of a direct channel for larger-scale solutions.

WHY CANON?

Canon is a trusted partner, delivering pioneering image solutions for e-commerce businesses.

We offer the scale and flexibility to support any environment or workflow, and the consultancy every step of the way to make your e-commerce business a success. We equip our customers with the latest in imaging technology so you can compete in a fast-moving e-commerce landscape, capturing attention, inspiring passion, moving from capture to commerce at speed and ultimately persuading customers to purchase.

Canon

Website

[canon.co.uk/business/imaging-solutions/
photo-video-and-software-solutions/](https://canon.co.uk/business/imaging-solutions/photo-video-and-software-solutions/)

Facebook

facebook.com/CanonEMEApro

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