



Name:
Emmanuel Oyeleke

Profession/Services:
Professional photographer

Industry:
Photography

Founded:
2012

Location:
Lagos, Nigeria

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TRUE TONES BRINGING IMAGES TO LIFE

Objective

- Ensure true colour tones in prints.

Approach

- Investing in a user-friendly and affordable printer that provides exceptional quality results.

Challenges

- Lack of bigger print sizes.
- Shortfall in printing on different materials
- Insufficient colour depiction in printed materials.

Results

- Impeccable colour tones in prints.
- Supports a wide range of paper materials such as gloss, canvas, and matte.
- Allows for larger print sizes.
- Provides outstanding print quality.

Canon



INTRODUCTION

Emmanuel was not always a photographer, and it wasn't until adulthood that he found his passion. He used to be a computer programmer, but things changed for him in 2012. While playing in Scrabble competitions, he travelled around the world to different destinations. Through visual storytelling, he documented the various places he visited and the different cultures he experienced. This is what piqued his interest in photography.

Emmanuel found a love for expressing himself through images, rather than words. He started with a small camera at first and created some iconic images. He began gaining clients and for him, delivering happiness was what drew his inspiration. There was no set guide or formula on how to do photography, so he went with the flow and began his journey, learning along the way.



The Canon imagePROGRAF PRO-4000s has helped me capture my images in its rawest form. It is printed with the best light and that's why I love it. The representation of the finer details in the printed photos have been meticulous.

Emmanuel Oyeleke
Renowned photographer

Significant challenges

Emmanuel frequently holds exhibitions and needed a user-friendly printer that he could operate himself. He needed accurate representation of colour tones, bigger sized prints, and a printer that could utilise other materials and not just paper. Emmanuel did not want to rely on commercial photo studios that would potentially change colour tones and expose confidential client photos.

“The Canon imagePROGRAF PRO-4000s is affordable and its print quality is outstanding. It’s fast and saves me time. It’s been an extremely good return on investment as it gives me the flexibility to print at whatever size I want and with whatever media type I choose. The rapid output speed and printing quality is just impeccable.”

Canon solution

Emmanuel invested in a Canon imagePROGRAF PRO-4000s printer, and a few days later, at an exhibition, he started using his printer straight out of the box to print images by himself. He also printed backdrops for his studio and faces for his archery hobby. Emmanuel was amazed by the printer’s stunning quality. The colours were accurate, and he could print on canvas up to 44 inches wide and at least 18 feet long. Having a printer in-house also meant he could turn around jobs quickly.

“I have used Canon imagePROGRAF PRO-4000s printer for so long, three years and counting and I’ve never had issues with it nor had to call for a service. The main thing is that it is user-friendly. The durability for printing on canvas, and matte or glossy paper has been exceptional.”

For Emmanuel, a big part of his work is to ensure his clients are happy and fulfilled with the final printed product. Since getting the Canon imagePROGRAF PRO-4000s printer, the only thing Emmanuel has had to do was change ink tanks when they run low. The changing of the ink is dependent on the amount of prints he does and the size of the prints. He typically produces between 30 to 60 prints before changing ink tanks. In most instances, he has had to change a few cartridges at a time like magenta, black and yellow, and not all at once.

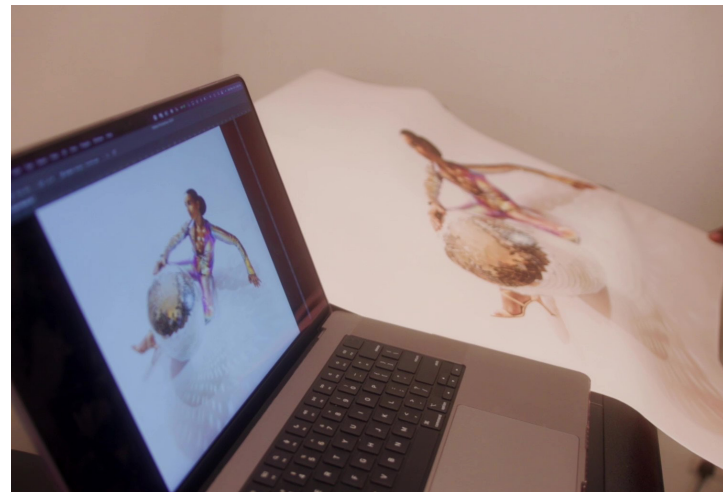
“For me and for my clients, it’s a different feeling when you see your images in print. It’s a different feeling altogether compared to looking at it on screen. It’s a feeling of fulfilment when clients see the tangible product.”





Side by side

Emmanuel is excited about his future and wants to bring more creatives together under one roof. He hopes to establish a creative hub that provides a platform or space where people can co-create together. To do this, he wants to ensure he has an end-to-end printing solution in place to cater to everyone's needs. Emmanuel recommends the Canon imagePROGRAF PRO-4000s printer for everyone wanting professional printing at an affordable cost.



To watch this Photographers story,
please visit en.canon-cna.com/canon-print-hub/

Canon
