



INTRODUCTION

Name:

Eric Averdung

Profession/Services:

Professional Wildlife
Photographer

Industry:

Tourism/Hospitality

Career Start Date:

2020

Location:

Masai Mara National
Reserve, Kenya

USING CANON PRINTERS TO CREATE EXCEPTIONAL MEMORIES IN THE MASAI MARA

OBJECTIVE:

- To profile how Canon supports businesses with different printing needs.
- To highlight the ease of having all printing assets on site in the middle of the Masai Mara, the cost of operation, and the quality of the printing for the different purposes.
- To emphasize the use of Canon's imagePROGRAF PRO-300 printer, and its functionalities that enable guests to print out the photos taken on their safaris.
- To showcase the use of Canon's GX6040 for printing documents, registration documentation, personalized guest letters, invoicing, receipts, daily menus, and so on.

APPROACH:

- Through the first official Canon Brand Experience Centre in the Masai Mara, offering guests and guides at Ishara Mara access to a world-class studio where guests can print the images that they take during their safaris, using the top-of-the-range Canon imagePROGRAF PRO-300 printer. This is complemented by high-end Canon cameras, lenses, accessories, binoculars, a professional photo editing suite, and a resident professional wildlife photographer, Eric Averdung. Also using the Canon GX6040 printer for administrative printing functions of the Ishara Mara luxury camp.

CHALLENGES:

- Understanding the diverse printing needs of a business in the tourism and hospitality industry, and selecting the printers that will be best suited to these needs.
- Overcoming the challenges related to managing on-site printing assets, including operational costs, logistical hurdles, and ensuring the consistent quality of prints across different purposes, on a site in the remote Masai Mara.
- Overcoming potential technical complexities and ensuring seamless integration of Canon's imagePROGRAF PRO-300 printer into the guest experience, and using its specialized functionalities for on-the-spot photo printing.

Understanding the multifaceted challenges of different printing requirements within a hospitality setting, and how Canon's versatile GX6040 is used for printing such documents.



INTRODUCTION

Eric Averdung's passion for capturing moments began with vintage cameras in his early childhood. Growing up surrounded by his father's collection, the thrill of holding a camera, even without film, sparked a lifelong love of photography. From experimenting with early cellphone cameras, to receiving his first camera as a gift from his mother, and then upgrading to the Canon EOS 6D Mark II, his hobby turned into a career. Living in Nairobi, near Kenya's Masai Mara National Reserve, he developed an interest in wildlife photography. With a background in sustainability and environmental management, his interest in conservation blends seamlessly with his photographic pursuits. Responding to a job posting for a photographer paved the way for Eric's current role as the resident professional wildlife photographer at Ishara Mara, where he is responsible for a premier photo studio, featuring top-tier Canon products. From cameras to lenses, accessories, and binoculars, the studio also boasts professional-quality photo printers that enable guests to print their images after fine-tuning them in the photo editing suite.



Canon has truly been an invaluable partner in our journey here at Ishara Mara. We've not only built a state-of-the-art studio but we have also equipped the studio with top-of-the-range Canon gear. Our guests embark on a journey with us, capturing moments in the wild. They return to edit and refine their photos, and with our in-house Canon PRO-300 printer, transform them into stunning, tangible mementos of their trip. Our printers play a pivotal role in preserving memories and immortalizing shared moments.

Eric Averdung,
Professional Wildlife Photographer

SIGNIFICANT CHALLENGES

Ishara has very specific needs when it comes to printers. Based on what they are used for – both personalized documents and high-quality photographic printing – specialized printers are needed that are reliable, user-friendly, cost-effective, and supported by good service. Future needs must also be considered, so choosing scalable options that can grow with the business is essential.

Given the remote location of Ishara within the Masai Mara, all printing equipment needs to be onsite, and ensuring consistent print quality across diverse purposes requires a careful selection of high-performance printers equipped with versatile functionalities. Such investment in advanced printing technologies that offer adaptability to various printing needs ensures a uniform and superior output for both guests and administrative staff.

Logistics in this remote setting mean that technical support may take some time to arrive, so top quality products are a necessity. Incorporating user-friendly interfaces and providing training for on-site personnel contributes to smoother operations, reducing the likelihood of technical disruptions. Making use of genuine ink and paper is also important to extend the lives of the printers and produce superior-quality products. The result needs to be a resilient and efficient on-site printing system that aligns with the unique demands of this remote and remarkable location.

After a long day photographing wildlife on the plains of the Masai Mara, Ishara guests need the unique opportunity to print out high-quality, professional prints, ensuring that the day's memories are captured in the finest detail. A range of settings, from borderless printing that can be done on both gloss or matt paper, an enhanced color gamut thanks to top-quality pigment inks, accurate screen to print match, super-fast printing speeds, and outstanding monochrome print quality are all features that contribute to a true photographic experience.

And when it comes to the administrative side of things, a truly efficient, cost-effective reliable printer is needed to address the multifaceted challenges of different printing requirements within a hospitality setting. From printing of registration forms to personalized letters and daily menus, along with the financial aspects such as invoices and receipts – a full spectrum printer is required to ensure a quality guest experience.

“Many of our guests return again and again, citing the unparalleled photo experience as a key reason. The inclusive editing, top-notch cameras, engaging workshops, and printing facilities make it not just about capturing moments; it's about creating an immersive journey, tailored to each guest's preferences. The added feature of printing out their images to take home with them as mementos of their trip, is an incredible value-add.”

Eric Averdung,
Professional Wildlife Photographer

CANON SOLUTION

The Ishara photo studio in the Mara offers access to high-end Canon cameras, lenses, accessories, binoculars, photo printers, a professional photo editing suite, and a resident professional wildlife photographer. With complimentary access to this equipment and facilities, guests get to experience top-end cameras and prime lenses like the 400mm F2.8 and receive guidance on how to edit their images to produce the best possible end-product. All tiers of photographers are catered to, with cameras ranging from Canon's EOS 6D Mark II and R10, to the more advanced Canon R5, Canon R3, or Canon 1DX Mark III.

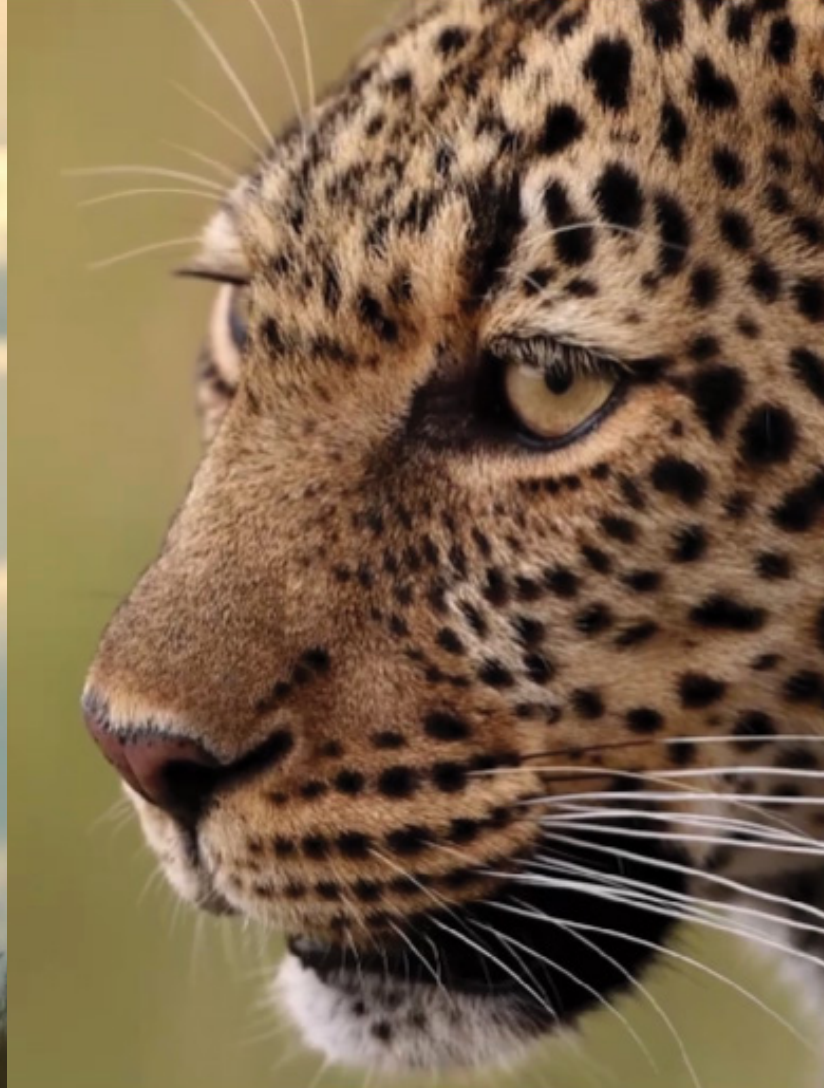
The studio's ability to print high-resolution A3-size images using Canon's imagePROGRAF PRO-300 A3 printer means that guests can immediately print high-resolution, gallery-quality prints as mementos to take home with them. Featuring a 9-color LUCIA PRO ink system, this 13" wide photo printer delivers high-quality color and black-and-white prints, showcasing detailed gradations and an extensive color range. The printer's Wi-Fi and Bluetooth connectivity options also make access extremely easy, and the Canon Pro Lustre paper and Canon genuine ink that it uses ensures that quality is of the highest standard. The studio's 'Africa Wall' displays printed images captured by guests and Ishara Mara photographers, demonstrating the excellent quality of the PRO-300 printer.

Canon's Maxify GX6040 printer has revolutionized onsite administrative tasks at Ishara Mara, providing access to reliable, top-quality printed collateral for the lodge's day-to-day office and client-facing operations. With a 350-sheet paper capacity, it excels in high-volume, speedy, and cost-effective daily printing, using either color or black ink efficiently. The printer's four pigment-based inks ensure the production of high-standard documents, enhancing every interaction between Ishara Mara and its guests. Invaluable for generating customer receipts and invoices, the Maxify GX6040's user-friendly interface, dependable performance, and ability to create personalized welcome letters, menus, schedules, and more, contribute to an organized and streamlined guest experience. Moreover, its compact size makes it perfect for the lodge's small office.

“The top-end, compact Canon Maxify GX6040 contributes immeasurably to our guest services and administrative procedures. It has streamlined our processes, offering convenience to our guests, and enabling our staff to maintain a high level of professionalism, contributing to the overall efficiency of Ishara Mara's operations and making every interaction with our guests a unique and high-quality experience.”

Eric Averdung,
Professional Wildlife Photographer





SIDE BY SIDE

For Eric Averdung, combining his passion for photography with an equally strong passion for conservation and sustainability, has enabled him to not only make a difference through the lens of his camera, but also to help others do the same. The reliable, high-resolution Canon imagePROGRAF PRO-300 printer that he and his guests use to immortalize their images has added a unique and enriching dimension to the Ishara Mara photographic experience, while the Canon Maxify GX6040 office printer has both streamlined processes and brought a superior level of quality to the administrative printing and client collateral produced by the Ishara Mara office. For him it's about creating unique African experiences; experiences that have been made possible by Canon's strong commitment to this same vision.



To watch this Professional Wildlife Photographer's story, please visit en.canon-cna.com/canon-print-hub/