

INTRODUCTION

Name:
Kennedy Amungo

Profession/Services .
Resident Photographer

Industry:
Tourism/Hospitality
(Luxury Safari)

Career Start Date:
2024

Location:
The Ritz-Carlton,
Masai Mara Safari Camp,
Masai Mara, Narok, Kenya

BRINGING MASAI MARA MOMENTS TO LIFE WITH CANON IMAGEPROGRAF PRO-1100

OBJECTIVE:

- To provide photography services. Photography and print, which are fitting to the luxury hospitality business in order to enhance guest experiences in remote safari locations.
- To highlight the transformative impact of on-site printing at The Ritz-Carlton, Masai Mara—enabling guests to take home tangible memories of their once-in-a-lifetime safari moments.
- To emphasize the Canon imagePROGRAF PRO-1100's exceptional color accuracy, reliability, and user-friendliness in capturing the subtle tones and textures of African wildlife photography.
- To demonstrate how professional printing capabilities create new revenue streams while elevating guest satisfaction in luxury hospitality settings across sub-Saharan Africa.

APPROACH:

- Through The Ritz-Carlton, Masai Mara's photography studio, guests have access to world-class Canon cameras, lenses, and equipment, complemented by master classes led by resident photographer Kennedy Amungo. The studio experience culminates in the ability to print high-resolution, gallery-quality images using the Canon imagePROGRAF PRO-1100 printer—transforming digital captures into tangible mementos that guests can hold, frame, and treasure long after their safari ends.

CHALLENGES:

- Understanding the specific printing needs of a luxury safari hospitality business and selecting a printer that delivers gallery-quality results for wildlife photography in a remote location.
- Overcoming the challenges of managing on-site printing in the Masai Mara, including reliability in a remote environment, operational costs, logistical hurdles, and ensuring consistent print quality for guest mementos.
- Ensuring seamless integration of the Canon imagePROGRAF PRO-1100 into the guest experience, making professional printing accessible and user-friendly for both staff and guests.
- Meeting the demanding color accuracy requirements of wildlife photography, where subtle tones, textures, and natural African landscapes must be reproduced authentically.

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INTRODUCTION

Kennedy Amungo's journey to becoming a wildlife photographer began not in the savannah, but in the streets of Nairobi. In 2018, as a young volunteer, he attended a Canon Miraisha Programme photography workshop focused on street photography. His talent shone through immediately, he emerged as the top student, winning the workshop competition. This achievement opened doors to continued learning and mentorship through the Programme. From street photography, Kennedy transitioned to sports photography, honing his skills in capturing fast-moving subjects under challenging conditions. This background proved invaluable when an unexpected opportunity arose: a position as resident photographer at a luxury safari camp. Although he had never envisioned himself as a wildlife photographer, his experience with Canon equipment and his ability to work with unpredictable subjects in variable lighting conditions made him an ideal candidate.

Today, at The Ritz-Carlton, Masai Mara, Kennedy doesn't just capture wildlife moments; he empowers guests to create their own. His role encompasses leading photography master classes, guiding guests on safari drives with professional Canon equipment, and bringing their images to life through expert editing and high-quality printing.

"I never thought one day I would be a wildlife photographer. But when the opportunity came, my background with Canon equipment and sports photography made the transition natural. In both fields, you don't have control of the light or your subject—you have to be ready for the moment."

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SIGNIFICANT CHALLENGES

Before the Canon imagePROGRAF PRO-1100, The Ritz-Carlton, Masai Mara faced a critical gap in its guest experience. While the camp offered world-class safari experiences and access to premium Canon photography equipment, one crucial element was missing: the ability to transform guests' digital captures into physical prints while they were still immersed in the magic of the Mara.
"Before having the printer, we used to struggle a lot at the studio," Kennedy recalls. "Guests would capture incredible moments—a lion sighting, a golden sunset over the plains, a leopard in the perfect light—but we couldn't give them something they could hold before leaving camp." Operating in one of Africa's most spectacular but remote wilderness areas created multiple obstacles that made professional printing nearly impossible.

- Time Constraints: Safari guests typically spend only a few days at camp before returning to busy lives in Europe and the US. Once home, they rarely find time to sort through hundreds of photos and arrange prints. The window to create lasting physical memories was closing the moment guests departed.
- Distance and Logistics: The closest professional printing service was in Nairobi—a six-hour drive from the Masai Mara. Arranging prints meant significant time delays, shipping costs, and complex logistics that were impractical during a guest's short stay.
- Security and Copyright Concerns: Sending image files to external print services raised serious concerns. "You're not sure how safe your photo is," Kennedy explains. "Once we send a soft copy to a printer in Nairobi, we can't guarantee it won't appear somewhere else online." Guests' precious safari moments deserved better protection.
- Technical Requirements: The camp needed a printer that could meet the demanding color accuracy requirements of wildlife photography, where subtle tones, textures, and natural African landscapes must be reproduced authentically.
  The printer would also need to operate reliably in a remote environment with limited access to technical support, handle professional-grade printing from A4 to large format sizes, and remain user-friendly enough for staff to operate confidently.

The absence of on-site printing capabilities created significant missed opportunities:

- Lost Revenue: A valuable premium service offering that could enhance the camp's positioning remained untapped, leaving money on the table while guests expressed clear interest in taking prints home.
- Incomplete Guest Experience: Guests departed with digital files but without the tangible, frameable memories that would keep their safari experience alive in their homes. The emotional impact of holding a physical print of their own wildlife photograph was lost.
- Unrealized Emotional Connection: The powerful connection guests felt to their safari moments couldn't be immediately captured in physical form while the experience was still fresh. The magic of seeing their own photograph transformed into a gallery-quality print—something they could frame, gift, and treasure—remained just out of reach.

For a Ritz-Carlton property committed to creating exceptional guest experiences, this gap was more than an operational limitation—it was a missed opportunity to deliver a truly complete and memorable safari experience.



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CANON SOLUTION

The Canon imagePROGRAF PRO-1100 transformed what was possible at The Ritz-Carlton, Masai Mara's photography studio. This professional 17-inch (A2) photo printer brought gallery-quality printing capabilities to one of the most remote luxury locations in Africa.
Kennedy loves the PRO-1100 specifically for its ability to reproduce authentic wildlife colors.

"Wildlife colors are so natural—you have to reproduce them exactly as they are," he explains. "The golden grasslands, the animal textures, the sunset tones—the PRO-1100 maintains these colors with incredible accuracy. When you compare the soft copy to the print, they match perfectly."

The 12-color LUCIA PRO ink system with Chroma Optimizer proved essential for wildlife prints. Applied as a transparent layer, the Chroma Optimizer reduces uneven gloss and bronzing on glossy prints—crucial when printing images with varied textures from smooth fur to rough grasslands. The result is exceptional detail and accuracy across the subtle tones of wildlife photography, from golden grasslands to animal textures, with perfect reproduction of highlights, shadows, and natural earth tones.

"The Chroma Optimizer is really important for wildlife prints. It's applied as a transparent layer over the print, reducing uneven gloss and bronzing on glossy prints. This is crucial when you're printing images with varied textures—from smooth fur to rough grasslands."

Pigment-based inks ensure long-term durability, giving guests confidence their memories will last. Prints remain pristine even years after printing, maintaining their quality without fading. Wireless connectivity and intuitive operation make the PRO-1100 remarkably user-friendly. Kennedy has successfully guided staff remotely over the phone through the printing process.

"I was out in the field once, and a new intern needed to print. I just instructed him over the phone—'do this, do this'—and it worked perfectly."

The printer handles various paper stocks and sizes from A4 to A2 (17"), with Canon Pro Lustre paper producing stunning results. The studio's 'Africa Wall' displays printed images captured by guests, demonstrating the PRO-1100's gallery-quality output. The Canon imagePROGRAF PRO-1100 transformed what was possible at The Ritz-Carlton, Masai Mara's photography studio. This professional 17-inch (A2) photo printer brought gallery-quality printing capabilities to one of the most remote luxury locations in Africa.

Transforming the Guest Experience
The impact on guests has been immediate and profound. *"Before guests even pick up a camera, I show them prints made with the PRO-1100,"* Kennedy explains. *"I tell them, 'This is your expectation.' That way, when they're in the field, they already visualize how their photo will come out. It makes them more engaged, more curious to learn."*

The ability to print on-site creates powerful personal connections. *"For us, printing is not just about producing a photo—it's about turning a moment from the Mara into something guests can hold and remember long after their safari,"* Kennedy notes. *"People connect with physical prints differently—when it's your photo on the wall, something you captured with guidance, there's pride in that."*

The PRO-1100 has delivered tangible results across multiple dimensions:

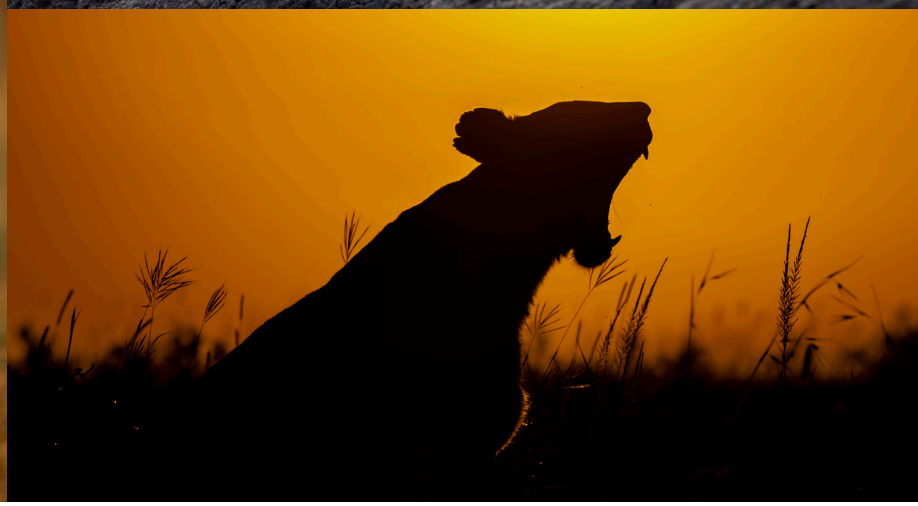
- **Revenue Generation:** The printing service generates steady income, with every guest typically ordering one or two prints. The service is priced reasonably for the value it provides, making it an accessible premium offering that guests readily embrace.
- **Operational Efficiency:** Having the printer on-site has eliminated the six-hour round trip to Nairobi for printing services, saving enormous amounts of time and logistical complexity. "Now it's instant," Kennedy emphasizes. The time savings allow staff to focus on enhancing the guest experience rather than managing external vendors.
- **Copyright Protection:** On-site printing provides complete security for guest photographs. "When we print on-site, it's the guest's photo—they're the only ones who will ever have it unless they choose to share it," Kennedy explains. "Their photo is safe." This addresses concerns that existed when sending image files to external print services in Nairobi.
- **Creating Lasting Memories:** Guests depart with tangible mementos that keep their safari experience alive long after they return home. The gallery-quality prints serve as permanent reminders of their once-in-a-lifetime moments in



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SIDE BY SIDE

For Kennedy Amungo, the Canon imagePROGRAF PRO-1100 represents more than just a printer—it's an essential link in creating complete guest experiences at The Ritz-Carlton, Masai Mara. It enables Kennedy to offer guests something truly unique: the ability to transform their safari photographs into gallery-quality prints before they even leave camp.

"Canon has truly been an invaluable partner in our journey here. The PRO-1100 makes the experience very interactive. Guests and I can see photos come to life before they leave the property. People connect with physical prints differently—when it's your photo on the wall, something you captured with guidance, there's pride in that."

The PRO-1100's exceptional color accuracy captures the authentic essence of Africa, the golden grasslands, the rich earth tones, the subtle textures of wildlife. Its reliability in a remote environment, user-friendly operation, and ability to produce prints with archival longevity make it the perfect solution for luxury safari photography.

"It's not just about printing. It's about transforming stunning moments of the Masai Mara into something guests can hold and remember long after their stay. The PRO-1100 makes that possible—beautifully."



To watch Kennedy Amungo's story and see the Canon imagePROGRAF PRO-1100 in action:
en.canon-cna.com/canon-print-hub/

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