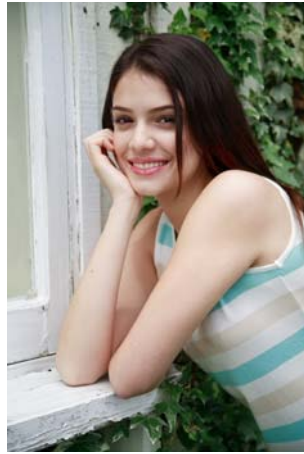


Canon



EOS Digital Picture Style Quick Guide



What is “Picture Style”?

- Advanced processing parameters and color matrix setting.
- Optimized for the picture effects and shooting objectives put forward by EOS Digital cameras.

Incorporated in all EOS Digital cameras since EOS 5D.
Image characteristics common to all the EOS digital cameras.



| Picture Style | | | | |
|---------------|----------|---|---|---|
| Standard | 3 | 0 | 0 | 0 |
| Portrait | 2 | 0 | 0 | 0 |
| Landscape | 4 | 0 | 0 | 0 |
| Neutral | 0 | 0 | 0 | 0 |
| Faithful | 0 | 0 | 0 | 0 |
| Monochrome | 3 | 0 | N | N |
| User Def. 1 | Standard | | | |
| User Def. 2 | Standard | | | |
| User Def. 3 | Standard | | | |

Picture Styles

What is the aim of “Picture Style”?

5 Main Aims

- 1. Selectable style to match the shooting objectives and desired picture effects**
- 2. Offers wider adjustment range**
- 3. Offers common image characteristics to all EOS digital models**
- 4. Unifies image characteristics at the default setting**
- 5. Image characteristics consistent with the previous models**

**Incorporated in all EOS Digital cameras since EOS 5D.
Image characteristics common to all the EOS digital cameras.**

What is new ? (1)

Wide variety of photographic expression now becomes possible by just selecting the Picture Style.

EOS 20D's "Parameter 1" corresponds to the Picture Style. However, there was only 1 kind available, so it could not cope with the wide variety of photographic expression.

| Picture Style | | 1 | 2 | 3 | 4 |
|---------------|----------|---|---|---|---|
| Standard | | 3 | 0 | 0 | 0 |
| Portrait | | 2 | 0 | 0 | 0 |
| Landscape | | 4 | 0 | 0 | 0 |
| Neutral | | 0 | 0 | 0 | 0 |
| Faithful | | 0 | 0 | 0 | 0 |
| Monochrome | | 3 | 0 | N | N |
| User Def. 1 | Standard | | | | |
| User Def. 2 | Standard | | | | |
| User Def. 3 | Standard | | | | |

Optimized settings of color tone and saturation, relevant to film characteristics

The image looks vivid, sharp and crisp.

For nice skin tones.

For vivid blue sky and greens.

Natural color reproduction.

Faithful color reproduction.

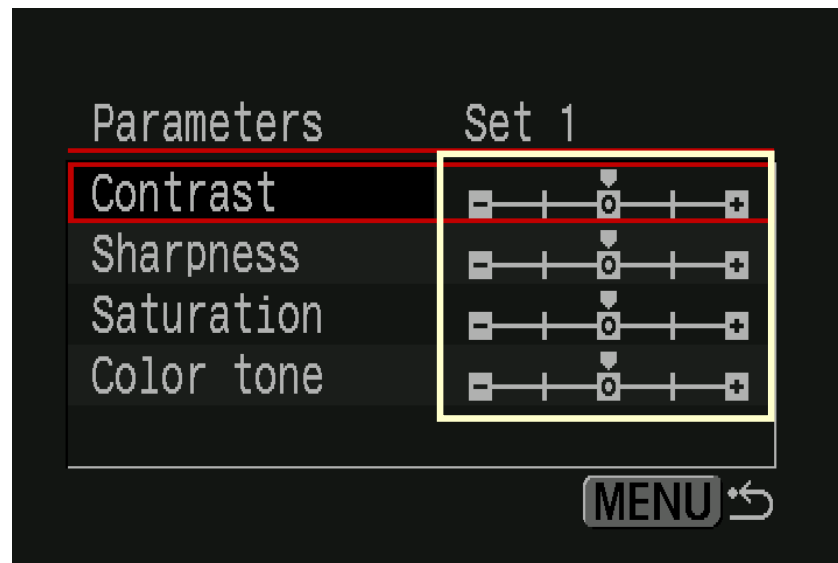
1. Select → Adjust → Register the Picture Style
2. Additional picture style registration possible with Picture Style File.

* Setting procedure differs in EOS-1D series cameras.

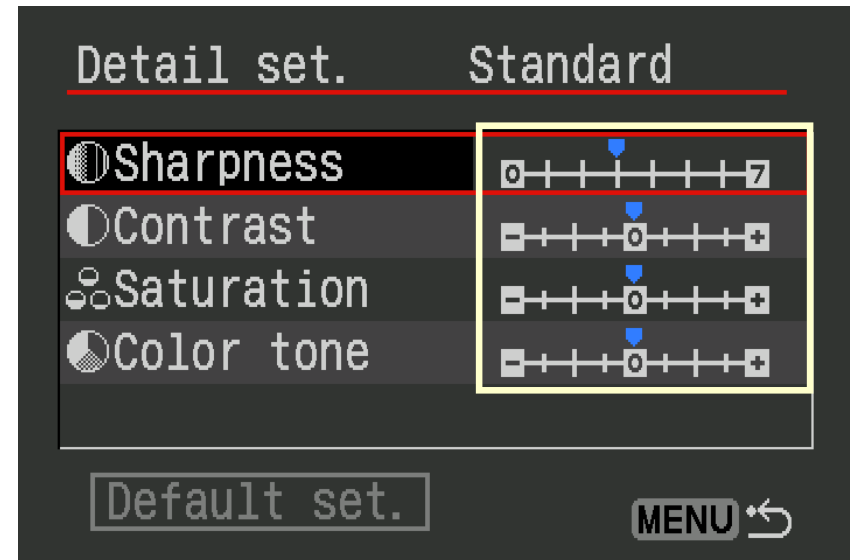
What is new ? (2)

Sharpness, contrast, color saturation and color tone can be adjusted approx. 2 times wider in range.

Previously, the adjustment range was set to be relatively modest, in order to prevent image collapse.



Processing Parameter



Picture Style

What is new ? (3)

Image processing effects become common to all the EOS cameras.

Previously, image characteristics differed depending on the camera models.

EOS-1D series cameras were equipped with color matrix and processing parameters, and its image characteristics were emphasized more on “raw material”.

Other cameras were equipped with the processing parameters only, and their image characteristics were more “nice-looking at the first glance”.

Also, the default settings of the processing parameters differed from model to model, and many users complained about the inconsistency of image characteristics and parameters.

From now on, all EOS digital cameras incorporating Picture Style will have the same kinds of Picture Styles and the effects of the settings of sharpness, contrast, color saturation and color tone.

What is new ? (4)

Vivid, sharp and crisp images obtained at the default settings.

Previously, images shot with EOS-1D series camera's default settings were of without sharpness applied and the colors were less saturated. Therefore the users often misunderstood that the images of EOS-1D series were soft and not in focus.



The default setting is “Standard” with vivid colors and sharpness applied.

What is new ? (5)

It is possible to obtain the same image characteristics consistent with the previous models.

Picture Styles that have the same image characteristics as color matrix of EOS-1D series or Parameter 1 of EOS20D are provided. Also, even when the color matrix or processing parameters were adjusted to user's preference in previous models, Picture Style has the compatibility to obtain the same image characteristics.

An example of the image characteristics compatibility with the EOS-1D Mark II



For the natural color images same as the EOS-1D Mark II's default images, select Neutral with its default settings.



For the bright and vivid images (as recommended setting* of the EOS-1D Mark II), change the parameters as in the table on the right.

1D Mark II

Color Matrix:3

Contrast :+2

Sharpness :4

Picture Style

Neutral

Color Saturation:+2

Contrast:+2

Sharpness:4

*In the "Camera Setting Guide to Produce Optimum Images" of EOS-1D Mark II.

Image characteristics of Picture Style (1)

| Picture Style | Image Characteristics |
|---------------|---|
| Standard | Vivid and sharp image for general shooting. <ul style="list-style-type: none">• Color tone and color saturation are set for vivid color reproduction.• Sharpness 3 is applied for sharp and crisp images. <i>Same as the Parameter 1 of EOS20D</i> |
| Portrait | For nice skin tones. Slightly sharp and crisp image. <ul style="list-style-type: none">• Color tone and color saturation are set for nice skin tone reproduction.• Sharpness 2 is applied so that the skin and hair appear slightly soft. |
| Landscape | For vivid blues and greens, and very sharp and crisp images. <ul style="list-style-type: none">• Color tone and color saturation are set for vivid color reproduction of blue sky (deep blue) and greenery (deep green).• Sharpness 4 is applied for sharp outlines of mountains, trees or buildings. |

Image characteristics of Picture Style (2)

| Picture Style | Image Characteristics |
|-----------------------|--|
| Neutral | <p>For natural colors and subdued images.</p> <ul style="list-style-type: none"> • Color tone and color saturation are set for natural color reproduction. • No sharpness is applied so as to put more emphasis on “raw-material”. <p>Same as the default settings of EOS-1D series</p> |
| Faithful | <p>The colors are reproduced truthful to the subject.</p> <ul style="list-style-type: none"> • The colors are adjusted colorimetrically to match the subject’s color. • No sharpness is applied so as to put more emphasis on “raw-material”. |
| Monochrome | <p>For black-and-white or sepia images.</p> <ul style="list-style-type: none"> • Sharpness 3 is applied for sharp and crisp images. <p>Same as the Monochrome of EOS20D</p> |
| User Defined 1/2/3 | <p>Select a Picture Style, adjust its settings and register. Also, Picture Style file is selectable.</p> <p><small>*Registration procedure is different in EOS-1D series cameras.</small></p> |

How do the pictures look like?

Sample images with default settings.



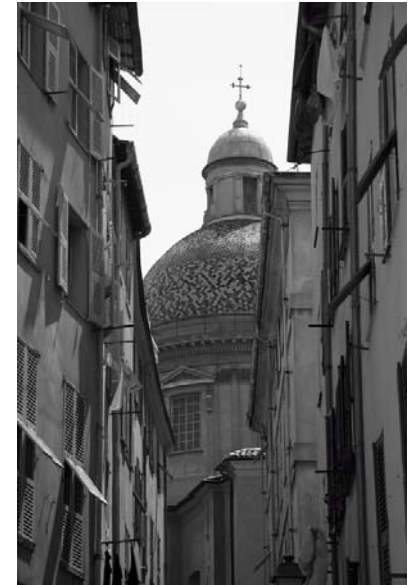
Standard



Portrait



Neutral



Mono-
chrome



Landscape



Faithful



Standard



Neutral



Portrait



Standard



Landscape



Standard



Neutral



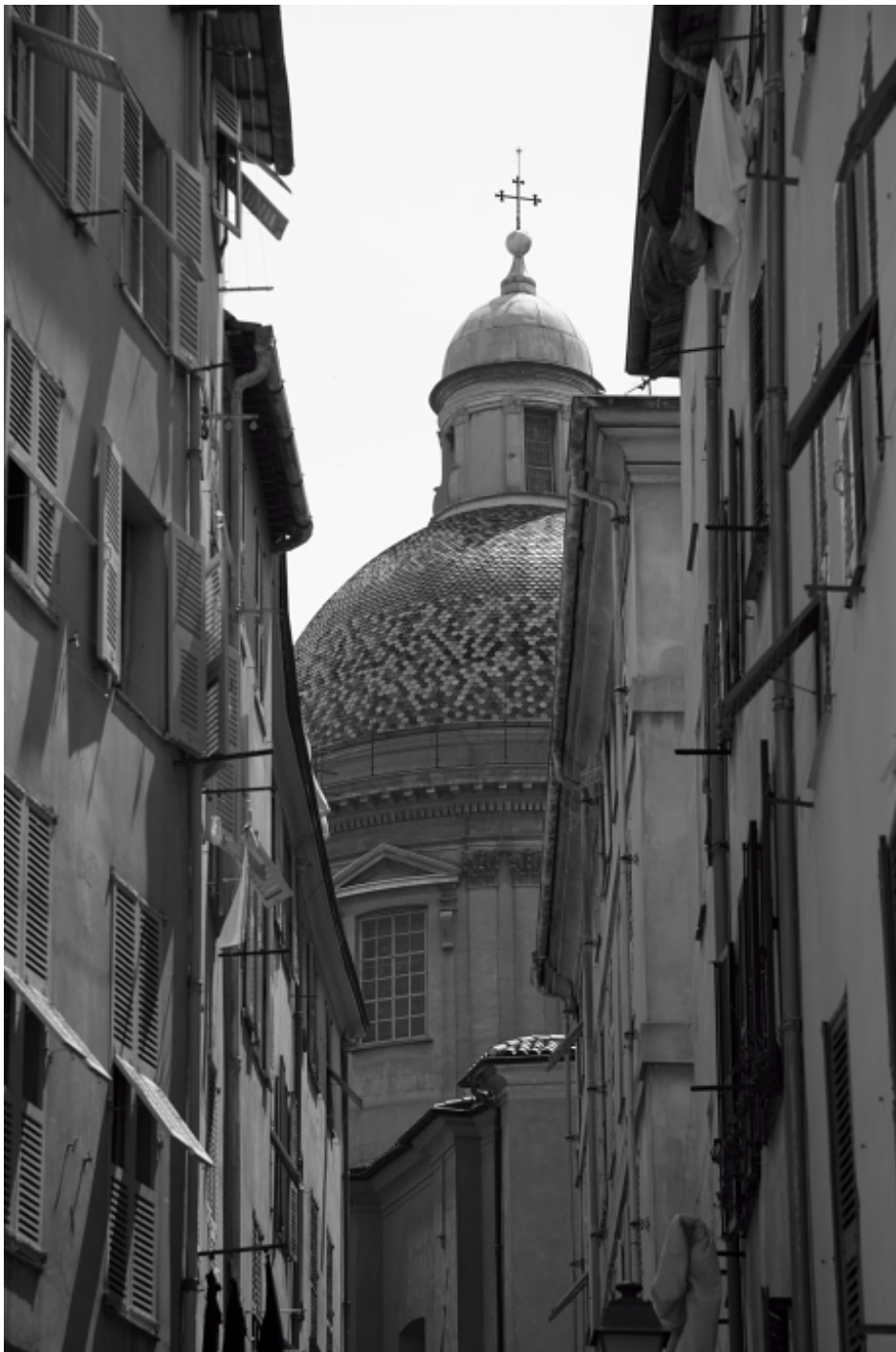
Standard



Faithful



Standard



Monochrome



Standard

Can skin tones be adjusted in Portrait?

In Portrait, skin tones can be adjusted by changing Color tone.

Color tone: -4 ◀ -1



Color tone: 0



+1 ▶ Color tone: +4

How far the image can be adjusted?



Sharpness : 0
Contrast : -4
Saturation : -4
Color tone : -4



Portrait default



Sharpness : 7
Contrast : +4
Saturation : +4
Color tone : +4



Landscape default



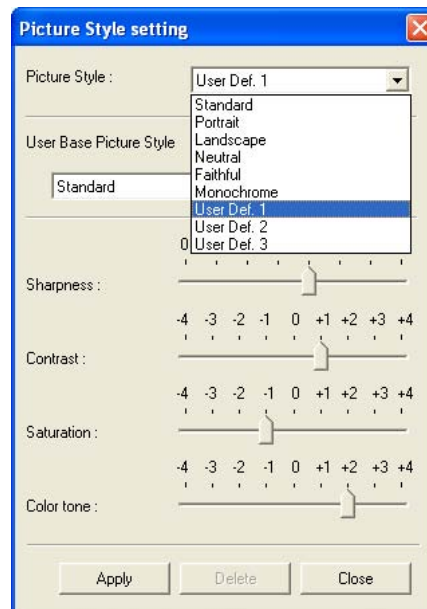
What is “Picture Style File”?

Additional Picture Style.

We are preparing for a new system to distribute the additional Picture Styles as “Picture Style file” to users, so as to cope with the demand of color tone and color saturation settings other than the preset ones.



Download the Picture Style File such as “Landscape for XXX” from Canon WEB site.

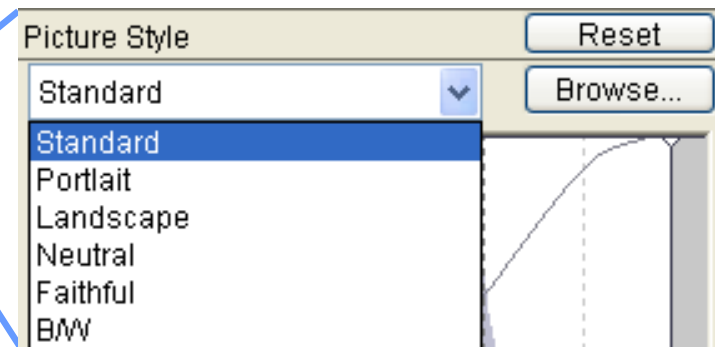
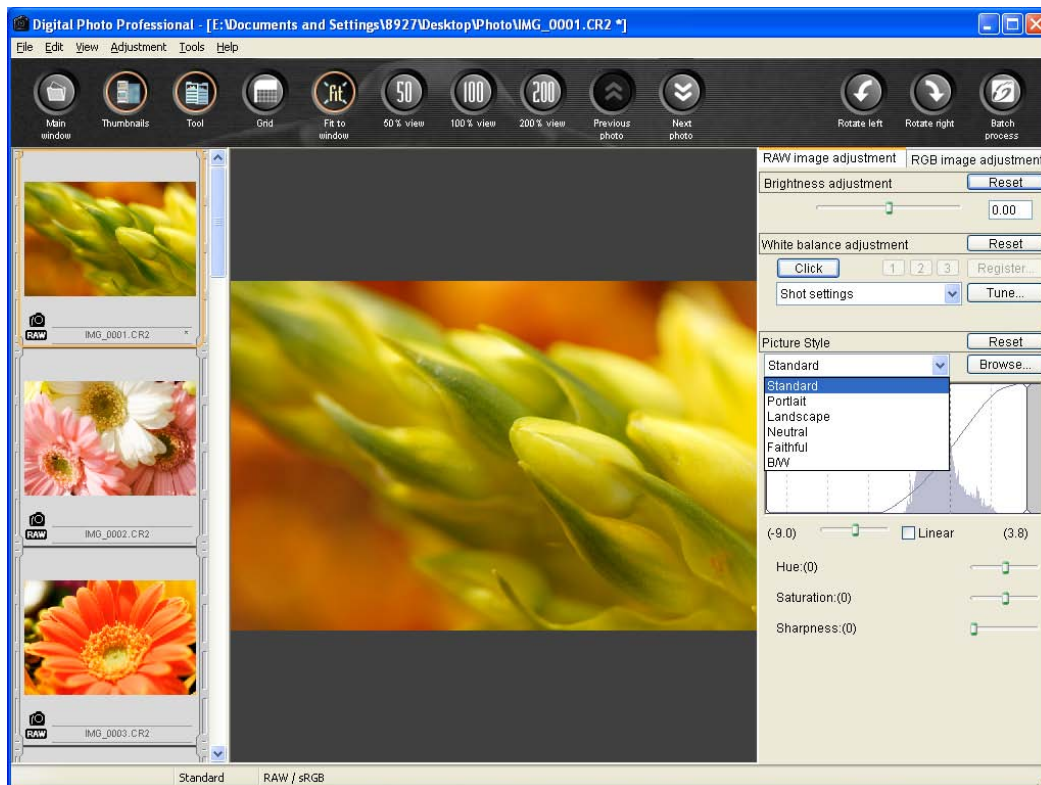


Register up to 3 Picture Style Files in “User Defined” with CameraWindow.



Can DPP* develop the RAW images with the selected Picture Style?

With DPP, you can select any Picture Style and develop RAW images shot with the all EOS digital cameras since EOS D30.

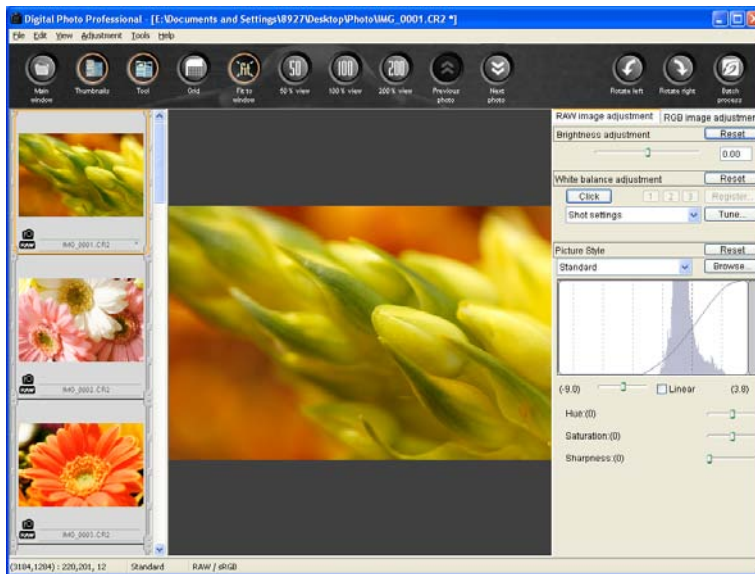


*DPP:Digital Photo Professional

How can I print the image faithful in colors and contrast as much as possible?

Select an image in DPP and print with EPP*.

When making the color print sample for preparing manuscript, there may be a case that the image adjusted with the Picture Style may not be printed as intended, when the printer's printing adjustment settings overrides the Picture Style's settings. In DPP, you can select [Colorimetric] (makes the printer driver ineffective) for color matching method in printing with EPP. And then, you can faithfully print the color print sample in colors and contrast so as to match the adjustment set by the Picture Style.



DPP



EPP



*EPP:Easy-PhotoPrint

Summary of "Picture Style"

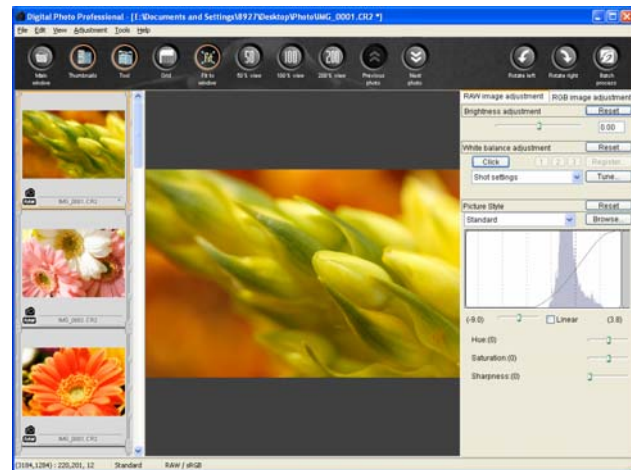


| Picture Style | | | | |
|---------------|----------|---|---|---|
| Standard | 3 | 0 | 0 | 0 |
| Portrait | 2 | 0 | 0 | 0 |
| Landscape | 4 | 0 | 0 | 0 |
| Neutral | 0 | 0 | 0 | 0 |
| Faithful | 0 | 0 | 0 | 0 |
| Monochrome | 3 | 0 | N | N |
| User Def. 1 | Standard | | | |
| User Def. 2 | Standard | | | |
| User Def. 3 | Standard | | | |

Optimized image obtained by just selecting the preset settings to match the shooting objectives.

Adjustable to user preferences.

Picture Style Files enables more diverse photographic expressions.



DPP can develop the RAW images with desired picture style. (All EOS digital compatible.*)

With DPP and EPP, images are faithfully printed.

*EOS digital cameras since EOS D30.