



CORNERSTONE PRODUCTS FOR CES 2023

LIMITLESS IS MORE

Canon believes that our technology has the power to eliminate the barriers that we face in the connections we make, the experiences we create, and even the lives we live. Canon is making that belief a reality through limitless communication, limitless collaboration, limitless perspectives, and limitless imagination.

PRODUCT JOURNEYS

AMLOS (Activate My Line of Sight)

- BEFORE:
 - Video conferencing was a saving grace during the pandemic and our new normal of remote collaboration. It became a necessary utility. Hybrid meetings became the new normal, but there was no existing “true” hybrid collaboration solution for the end-users.
 - Often with traditional teleconferencing solutions, there was a huge information gap between in-office participants and remote participants. Remote participants cannot see any drawings, prototypes, or whiteboards in the room.
 - Because of this, people stopped using these tools in hybrid meetings, which negatively impacted creativity and innovation inside the organization.
- AFTER:
 - With AMLOS, Canon looks to reinvent remote meetings and enhance this new communication standard.
 - AMLOS gives remote participants the ability to see what they want in the room without any special application installed.
 - The in-person user can guide the installed camera with a select hand gestures so the remote user can experience the meeting as if they are actually in the room to engage in conversation in front of a whiteboard or prototype or more.



- The AMLOS solution leverages Canon's expertise in imaging technology - including our sophisticated PTZ (pan, tilt, and zoom) cameras - to bring cinematic-grade visuals to your meetings.



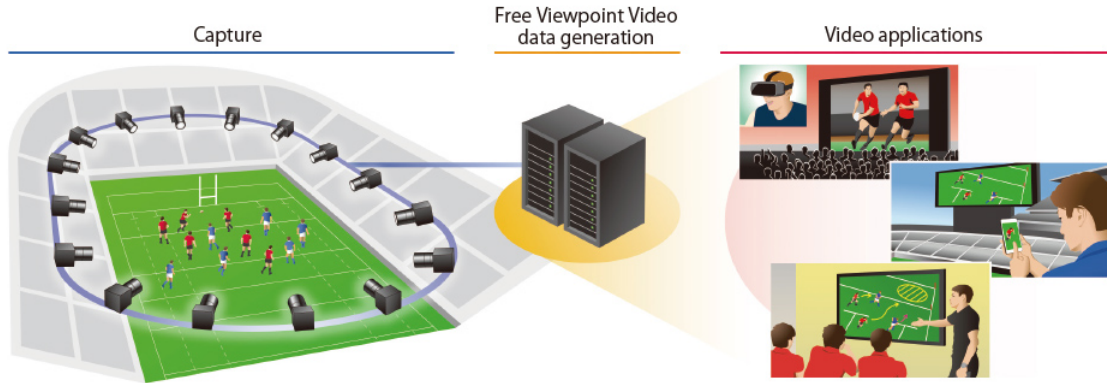
Gesture Control

Free Viewpoint

- BEFORE:
 - The way we watch sporting events - through our televisions in a 2D telecast - has largely remained unchanged.
 - The image quality and definition, as well as the access to the players and the court, certainly keeps improving due to innovation in camera and lens technology through makers like Canon.
 - But, there's still a barrier to break - to bring fans closer to their favorite players, to see the action as if they were on the court themselves.
- AFTER:
 - The Free Viewpoint System strives to break the mold and offer fans an entirely new way to watch their favorite sports. Canon is working to revolutionize fandom, giving the viewer unprecedented control of what, who, and how they watch, removing limits to the viewing experience.
 - Through the virtual camera control enabled by the Free Viewpoint System, it feels like you are flying around the arena and looking at various angles of the action - swooping in and around players, engaging a small POV camera, looking at actors in a commercial or a music video shoot.



- In the near future, consumers, using a compatible mobile device or VR headset will be able to take control of the Free Viewpoint System, providing a more interactive, personalized viewing experience, telling the story they want to tell.



Example setup and applications of the Free Viewpoint Video System

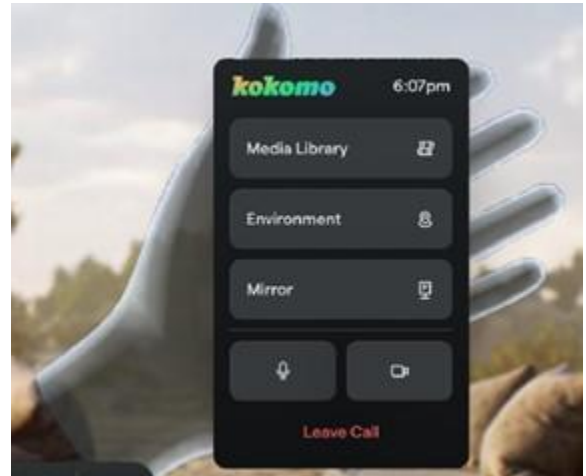
Kokomo

- BEFORE:
 - Physical distance has limited people from being together, so we are left to rely on the traditional phone call or a video call by way of a flat screen that merely shows ourselves from the shoulders up.
 - Telepresence technology is typically very expensive and requires complex and unattainable hardware featuring far too many cameras for any individual to achieve.
 - Sharing moments virtually can feel stale and unfulfilling.
 - Advancements in virtual reality and social platforms have allowed us to create this magic with family and friends throughout the world - but, being in a virtual space, represented by an avatar - often with no legs or expression can sometimes feel less than magical.
- AFTER:
 - Enter the Kokomo solution - a first-of-its-kind immersive virtual reality experience that empowers friends and family to get together and chat in real-time, represented by their own live appearance and expressions, in a photo-real environment.
 - The Kokomo solution was designed for the consumer so that an ImmersiveCall with live representation can be experienced using simply a compatible VR headset and a compatible mobile phone which allows for social interaction to be accessible from one's home, hotel,

kokomo

dorm room, or across other distances where an Internet connection is available.

- Kokomo features a media player that allows photos and videos to be shared together in an ImmersiveCall, which enriches the interaction over distance.
- From head to toe, you are able to step into the ImmersiveCall, where every smile, frown, and surprised look is featured; You can share some cool dance moves maybe and just have fun!



MREAL

- BEFORE:

- VR has empowered many to learn, train, and design, in ways previously not possible, however, the ability to view this type of content in a real-world context has always been the holy grail.
- The primary interface to accessing this innovation - head-mounted displays - can be bulky, heavy, and uncomfortable. In other mixed reality headsets on the market, the bulky size typically results in the camera not sharing the natural perspective of the user.
- Additional tools are usually required to add interactivity to the experience - such as hand controllers.
- Visually, typical HMDs can offer less-than-stellar visual representations, putting psychological distance between the content being viewed and the participant - and distracting from the true power of virtual and mixed reality.



- AFTER:

- Canon's MREAL X1 Headset blends physical and virtual worlds seamlessly and introduces an attractive solution for all kinds of businesses, designers, and anyone who needs to achieve great things in mixed and virtual reality.
- Thanks to the compact and lightweight designed head mount, participants can comfortably use the MREAL headset for extended periods of time. The sleek and thin display allows the camera to be positioned much closer to the eye of the user so that objects appear closer to their actual position.

- Participants use their hands to interact with the immersive environment - no additional hardware is required.
- Rendering beautiful images is part of Canon's DNA - and is showcased through MREAL's color reproduction and image scale accuracy.

