CANON ADVANTAGE

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Canon advantage Jessops Site

The platform provides Jessops employees with a dedicated training system. The training modules are delivered over three levels with randomized question sets coming from a central database so no two participants will receive the same question set. The platform incorporates news, rewards, an internal messaging system and an in depth reporting system.

Your Canon Generic Multi Company Site

A further development of the Canon advantage platform. Redeveloped for multiple company usage. Each company is branded and only sees the detail relevant to them. Designed to incorporate multiple companies and deliver individual company News, Rewarding and Reporting to all levels.

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My Role

To develop the functional specifications, schedules, budget plans and scoping documents, consult with the stakeholders to ensure that the aims of the programme were being met.

To define the goals of the system with the relevant business units and produced flow charts and diagrams describing the logical operational steps of the programme. To ensure the website delivery as per the user requirements and functional specifications

To manage resources, internal staff and third party suppliers ensuring they delivered their own agreed product scope in terms of quality, time and cost.

To use the PRINCE2 methodology to ensure the website delivery as per the user requirements and functional specifications

To constantly update the timeframe and the budget ensuring that all stakeholders were aware of any changes to the agreed Project Plan. To maintain an Issue log, Risk Log, Quality log, Daily Log and a Change Log managing change control as required.

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My Role

To raise project issues with the Senior Stakeholders and adjust the budget and timescale accordingly.

To prepare return on investment studies.

To liaise with the business units within Canon and each of the retailers to assess their current systems and online access for staff members.

To solve issues including Scope Creep, Change and a reluctance by retailers to buy into the budget. By running an issue log and producing exception reports for all incidents I kept the Key Stakeholders informed throughout each stage.

At the closure of the project I ensured that all goals detailed in the project brief had been met and shared the final reports and lessons learned with the required personnel.

Outcome: The website delivery was inside the time and budget constraints and the website is successful delivering effective training to all staff increasing Canon's market share within the department store sector.

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The shutter

What is it?

The shutter controls the speed at which the light passes into the sensor. The shutter speed is usually measured in fractions of a second but can be several seconds.

How does it work?

As the shutter speed changes, not only does the amount of light hitting the sensor change but the look or motion in the shot is also affected so that the scene is frozen or blurred to appear more animated. This way, a fast shutter speed ensures a moment of motion, unseen by the human eye is captured by the camera. Standard camera speeds can range from 1 second to 1/4000 of a second.

At slow camera speeds however, camera shake will be introduced which can blur the image. This blur can be overcome by using an image stabilized lens or for longer exposures, a tripod.

WHY CANON? – Canon is a pioneer in Image Stabilizing technology. In selected lens models, optical shake is detected by gyro sensors to help neutralise camera shake at slow speeds.

2 seconds

2.0 f/16 ISO 800

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| ert Module | DSLR – Advanced | 25-30 min |

High Definition video recording with a DSLR

Canon's **EOS 5D Mark II** is the first EOS with full High Definition (HD) video capability.

The integration of HD movie capability into a high-end 21.1 megapixel camera opens a multitude of new possibilities for photojournalists and news photographers. The EOS 5D Mark II will appeal to all photographers, from studio and wedding to nature and travel, who are searching for the finest camera equipment available.

- Opportunity to use high quality EF lenses
- Large full frame sensor allows a "filmic" style depth of field with larger apertures
- Full HD (1080p) video recording at 30fps
- Shoot uninterrupted HD video footage for up to 12 minutes
- Switch from stills to video easily with Live View mode
- Manual control of shutter speed, aperture and ISO settings in the video mode

HDMI

HDMI is the simplest way to connect High Definition equipment in the home. It stands for **H**igh **D**efinition **M**ultimedia **I**nterface - a standardised connection designed to transmit high quality digital video and audio

xample HD video from the EOS 5D Mark II playing at 60 × 540 pixels, half the cameras full HD resolution. layback may appear "jerky" on a slower machine. : Ian Provo

2 stills from the video. Click either of the pictures to see it in full HD resolution - 1920 × 1080 pixels

ave & exit   Page: 1 2 3 4 5 6 **7** 8 9 10 11 12 13 14 15 16 17 18 19 20

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Think about cross-selling

For each of the photographic categories there is an opportunity to sell additional Canon accessories and other camera equipment (e.g. tripods).

Roll your mouse over the hotspots to learn more.

Battery

Battery grips are an ideal accessory to extend the power options of a camera. Particularly important when there is no nearby power source from which to recharge, it removes the need to stop to change batteries. Ideal for sports and wildlife photography.