



Weathering the Storm

Canon vs. Smartphone Cameras

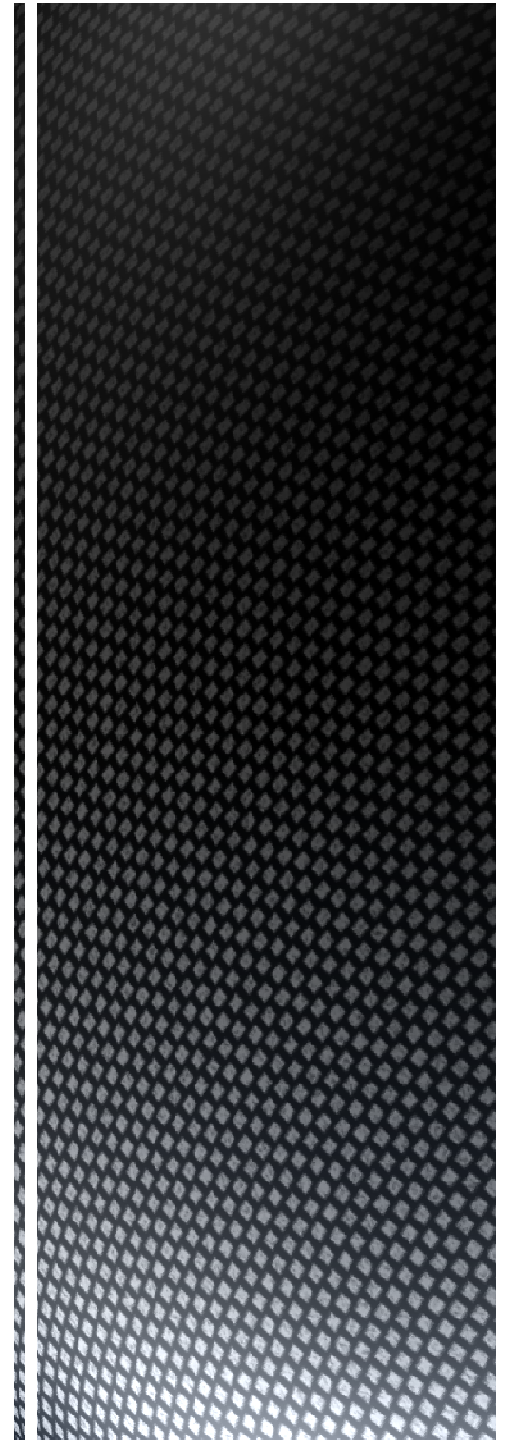
Viesturs Behmens

James Hu

Vivek Shah

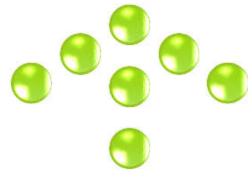
Bin Wu

Elizabeth Yang



Canon

Parallels with Kodak



Canon

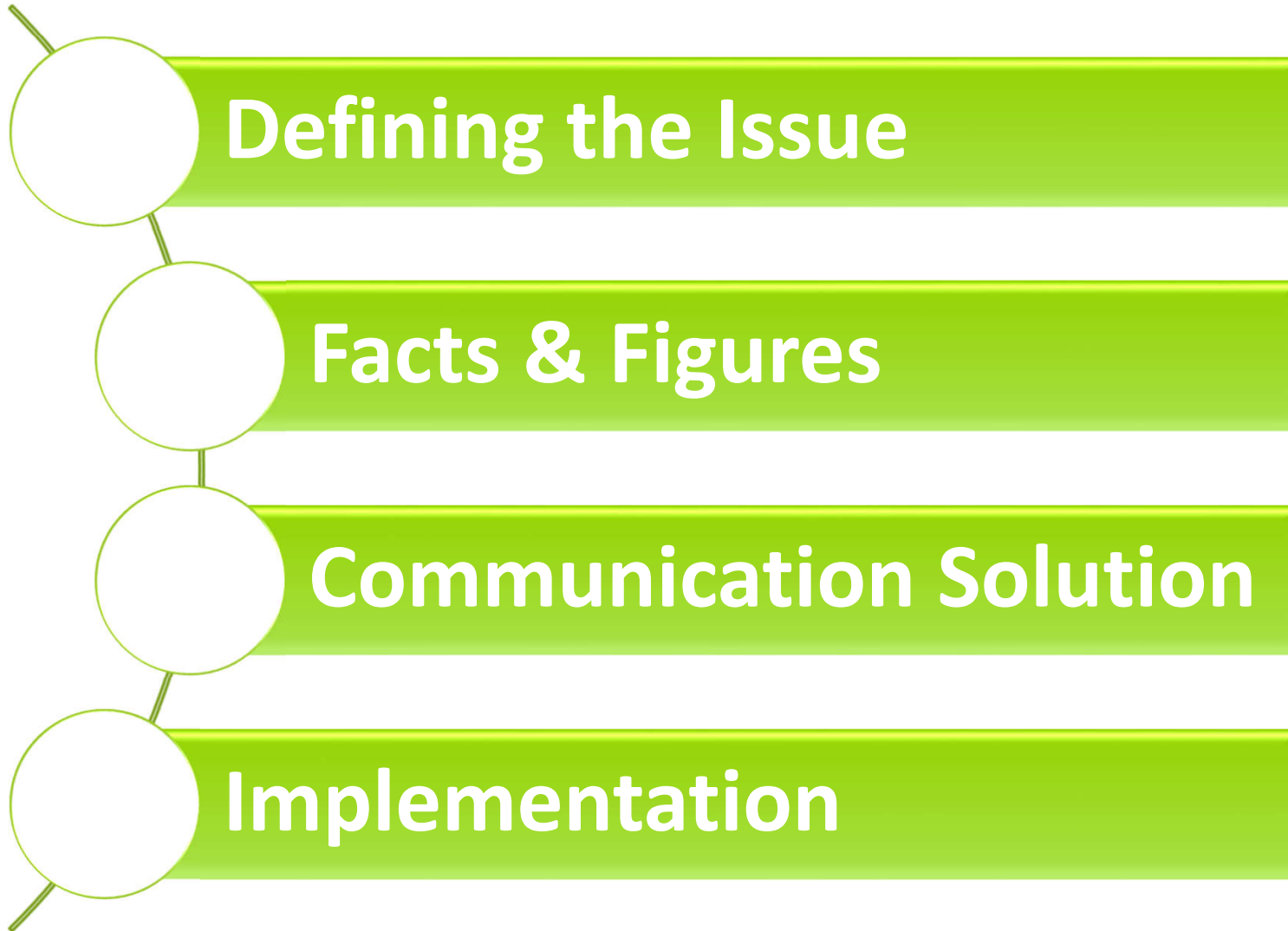
Future?



Past



Agenda



Canon vs. Smartphone Cameras



Defining the Issue

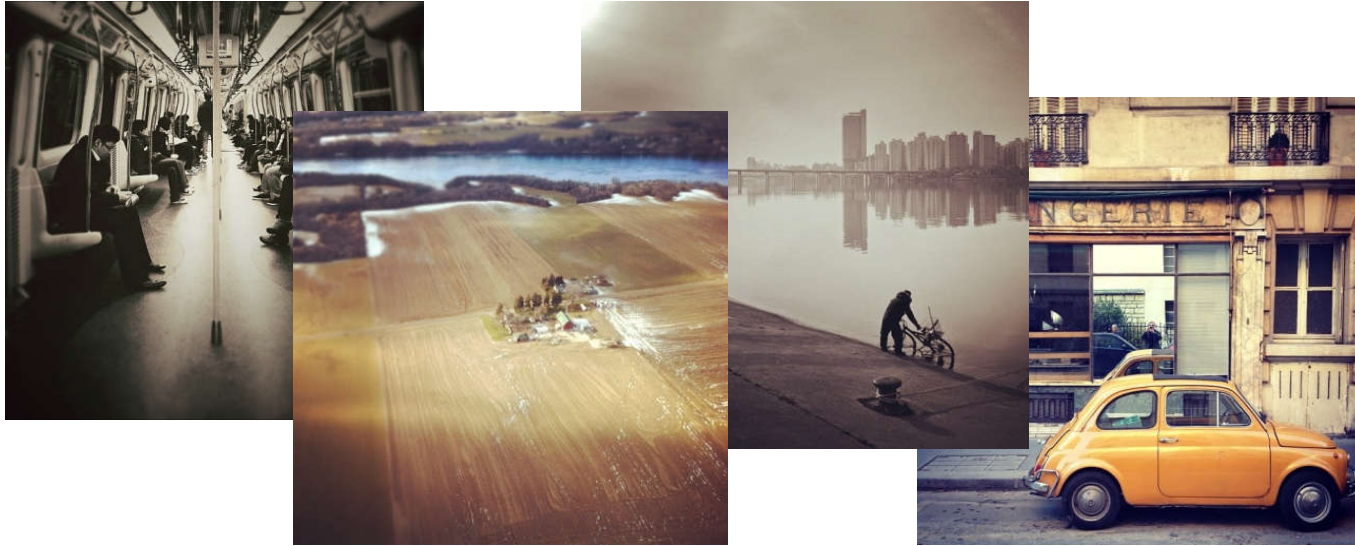
Facts & Figures

Solution

Implementation

Canon

Facts & Figures



Defining the Issue

Facts & Figures

Solution

Implementation

Canon

Facts & Figures



Instagram
Fast beautiful & photo sharing

30 million -> 40 million
10 Days



454 million
Facebook Mobile Users



100 million +
Android Users

Source: Techcrunch
Facebook, Asymco

Defining the Issue

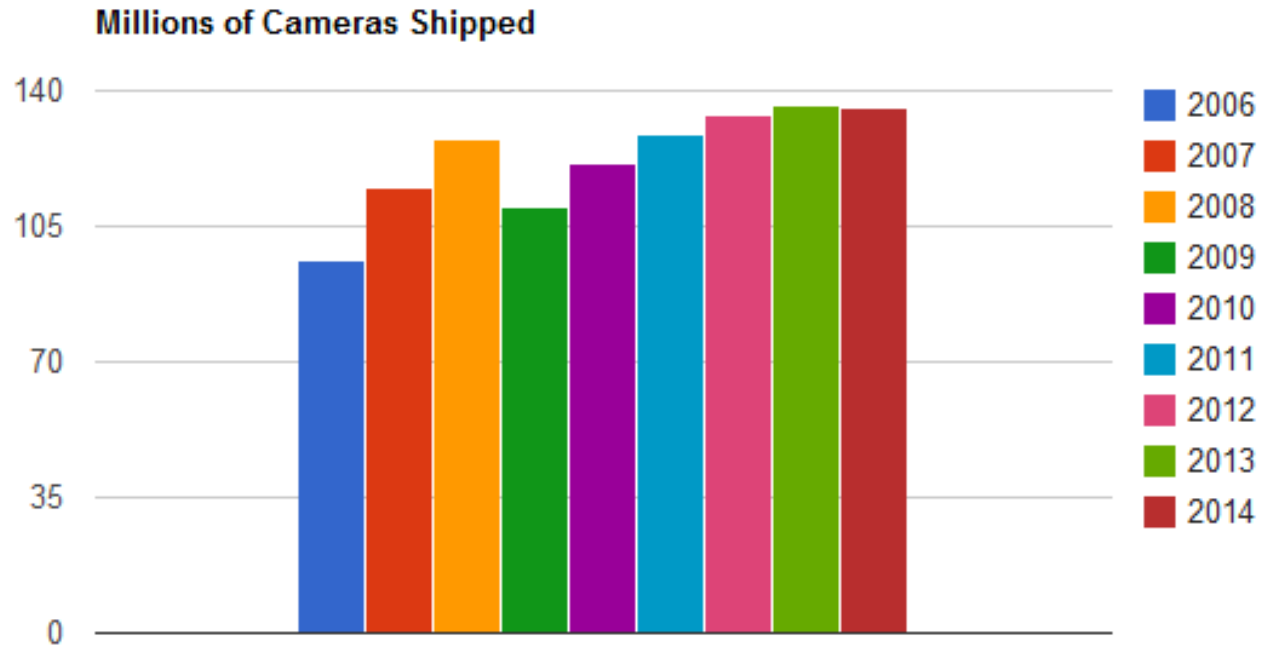
Facts & Figures

Solution

Implementation



Facts & Figures



Source: CNET and iSuppli



Defining the Issue

Facts & Figures

Solution

Implementation



Communication Solution

Visionary

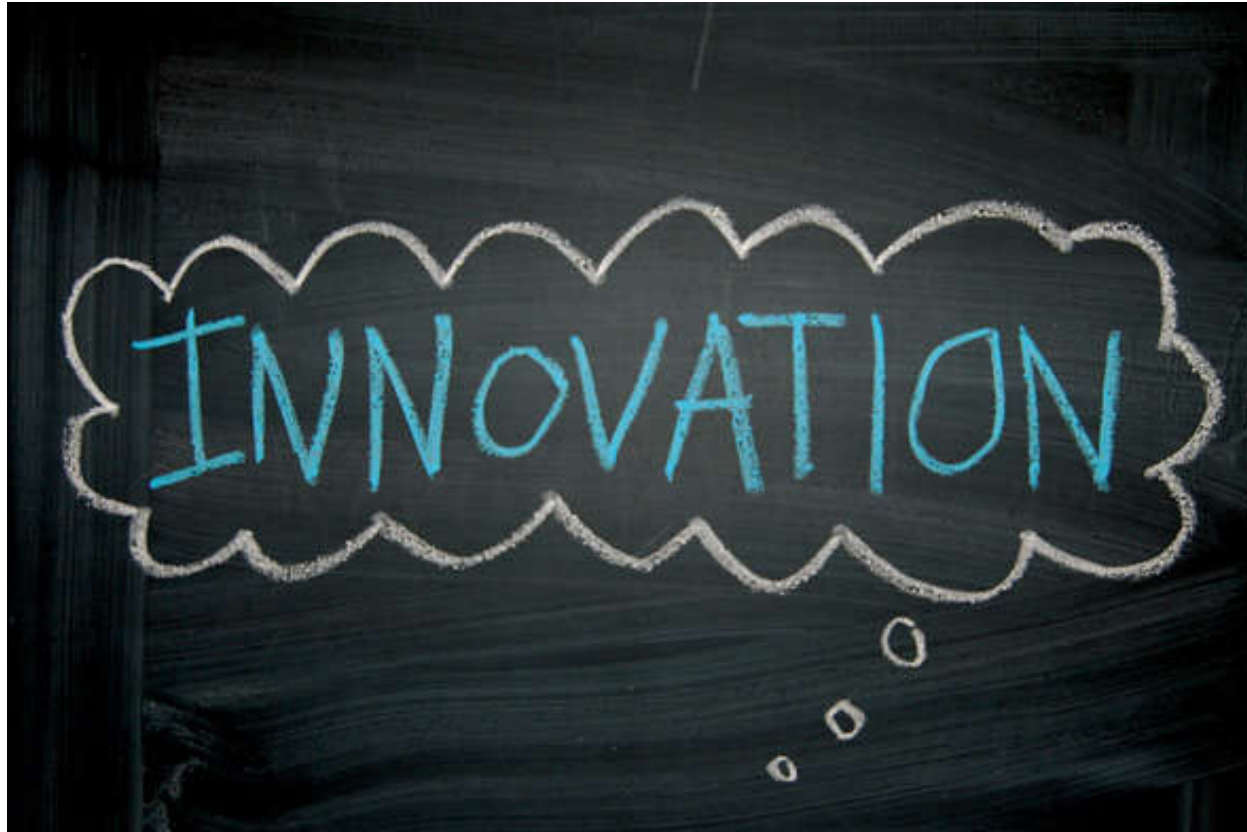
Reliable

Timeless



Canon

Visionary



Defining the Issue

Facts & Figures

Solution

Implementation

Canon

Visionary

Canon



Defining the Issue

Facts & Figures

Solution

Implementation

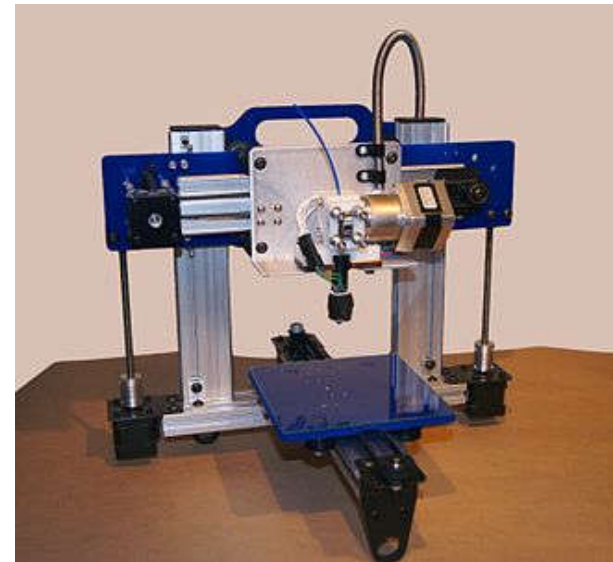
Canon

Visionary

Augmented Reality



3D Printers



Defining the Issue

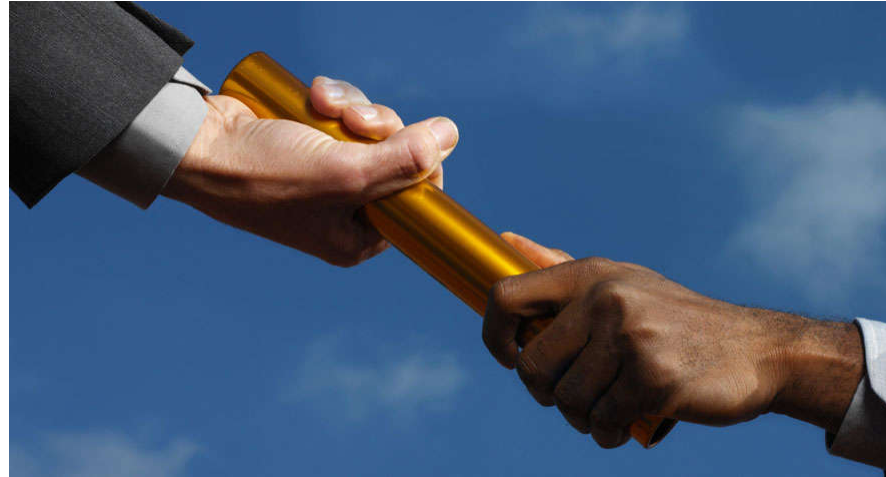
Facts & Figures

Solution

Implementation

Canon

Reliable



Defining the Issue

Facts & Figures

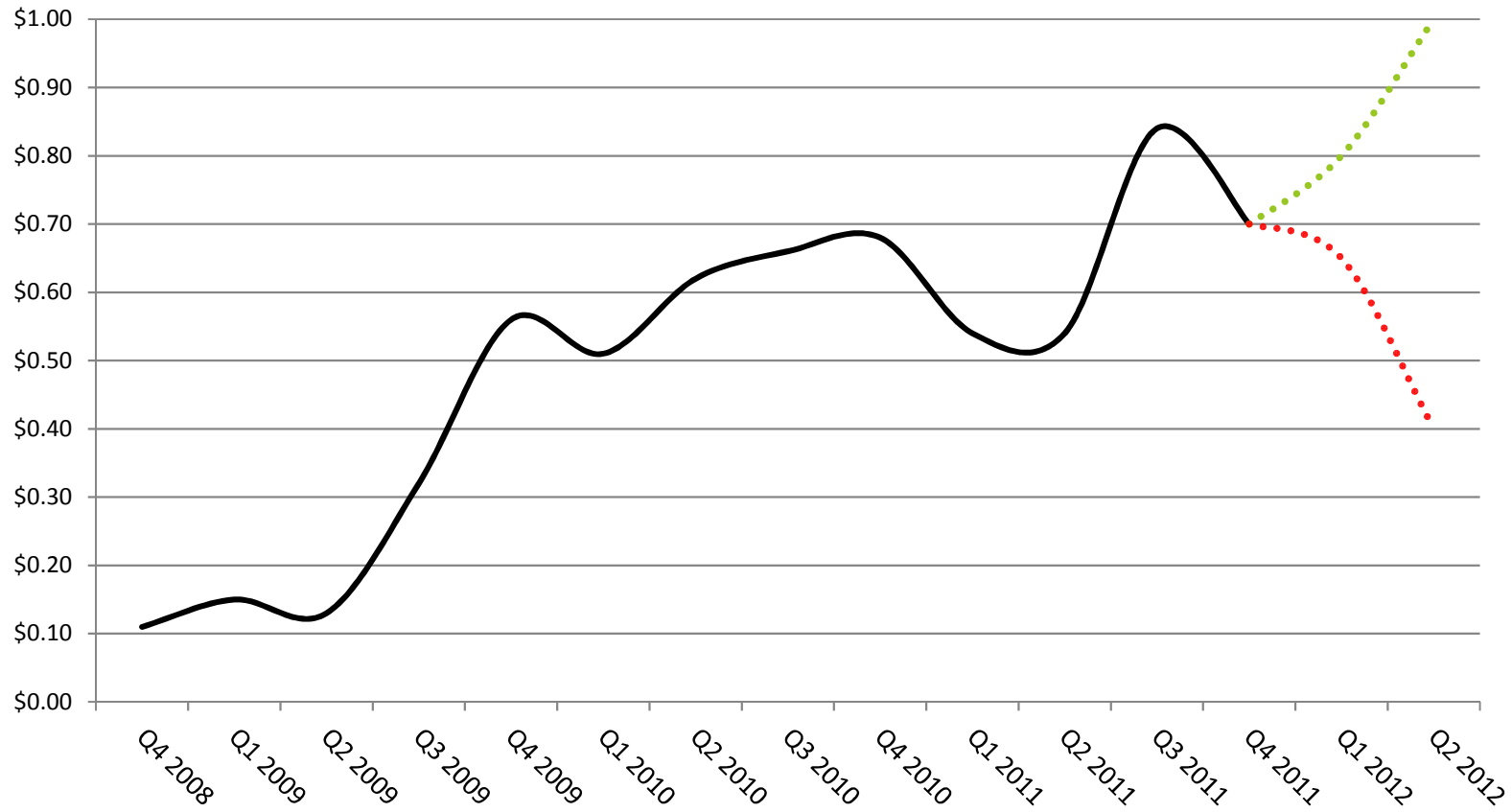
Solution

Implementation



Reliable

EPS (\$)



Source: PwC

Defining the Issue

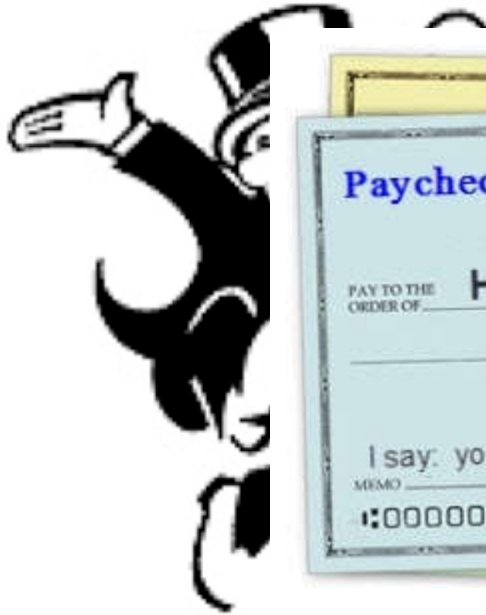
Facts & Figures

Solution

Implementation

Canon

Reliable



ative



Defining the Issue

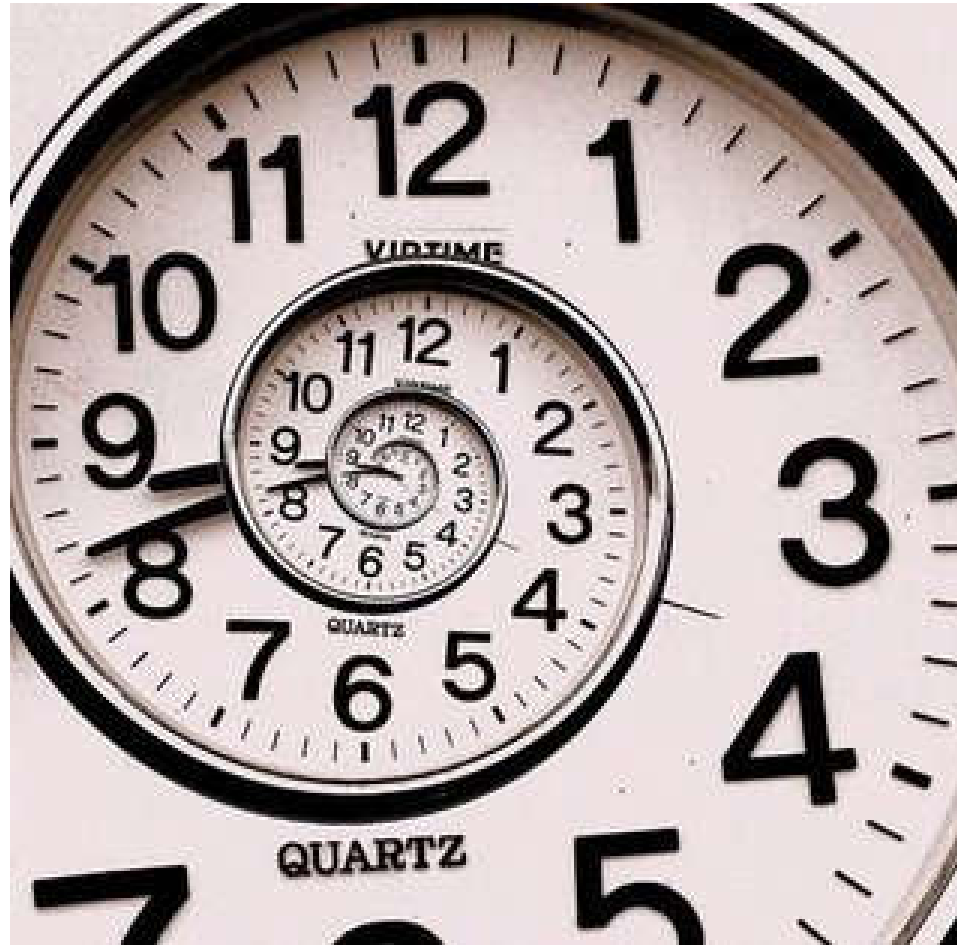
Facts & Figures

Solution

Implementation

Canon

Timeless (3/3)



Defining the Issue

Facts & Figures

Solution

Implementation

Canon

Timeless (3/3)



Defining the Issue

Facts & Figures

Solution

Implementation

Canon

Timeless (3/3)



Defining the Issue

Facts & Figures

Solution

Implementation



Implementation

Return to Core Values

Visionary

Reliable

Timeless



Defining the Issue

Facts & Figures

Solution

Implementation



Canon

Implementation



Defining the Issue

Facts & Figures

Solution

Implementation

Canon

QUESTIONS?

Thanks for listening!

