

Canon



Do More  
with Macro!



Macro Photos Made Easy

A photograph of a child sitting on a carpeted floor in a sunlit room, playing with toys. The room features a fireplace with a marble mantel, a window with sheer curtains and yellow drapes, a wooden chair, and a desk with a vase of yellow roses. The lighting is warm and dramatic, highlighting the textures of the carpet and the furniture.

Just a snapshot?  
No, it's a chance to take state-of-the-art pictures.  
Discover Canon Macro Lenses  
and express your photo creativity!

Macro lenses let you approach small subjects and capture big images. But that's not the only reason to use them. By making the most of Canon Macro Lenses, you can turn everyday scenes into dramatic photographs. So take advantage of this opportunity to explore the fascinating world of macro photography!

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## Start enjoying your macro lens

Macro photography is easy and fun! In fact, you'll find lots of photo ideas in your daily life. Once you start taking pictures, you'll learn more about macro photography, and discover how enjoyable and exciting it can be. So, think of a few everyday subjects, and start taking pictures. Keep it casual, have fun, and turn daily events into memorable images.



Monday:  
"Afternoon teatime"



Tuesday:  
"Our hero"



Wednesday:  
"Home garden"



Thursday:  
"Dad's study"



Friday:  
"Our watchdog"



Saturday:  
"At the park"



Sunday:  
"Small world, big dreams"

## Monday: "Afternoon teatime"



Homemade cakes with tea? How about a family favourite — fruit tarts topped with luscious kiwis, blueberries, and raspberries? Now, turn a tasty treat into a photo opportunity!

EF-S 60mm f/2.8 Macro USM, f/5.6, Aperture-priority AE

### Draw fresh attention to everyday things with a Canon Macro Lens.

If you think that macro lenses are just for enlarging images of small subjects or taking extreme close-ups, think again. A macro lens shows close-up pictures of ordinary subjects — revealing an unknown world! For example, you can take pictures of a colourful subject like a cake, using a blurred background for effect, and get striking professional-looking results.



#### Photo tip

#### If you want brilliant images...

A colourful fresh-fruit tart appears even more appetizing when it's photographed under natural light from a window. And, if you create an attractive table setting with dishes, teacups and forks on a patterned tablecloth, the photo looks delicious and dramatic — even better than a real meal.



## Tuesday: "Our hero"



EF 180mm f/3.5L Macro USM, f/3.5, Aperture-priority AE

There are many ideal subjects for great clear image photos — a child, for example. Using a Canon Macro Lens, his portrait looks a little different from ordinary snapshots, with an attractive blurred background. He looks like a great little fellow now, doesn't he? Won't he be a great guy when he grows up?

### Let the subject stand out clearly against a blurred background.

Macro lenses are ideal for taking portrait photos. Since the subject stands out crisply against a hazy background, you can capture the whole scene in an attractive image. To create a beautifully blurred background, just choose the Av<sup>1</sup> mode setting while keeping the aperture fully open (for example, f/2.8 or an even lower f/number, depending on your lens).



#### Photo tip

#### Make full use of light for attractive background effects.

Try photographing a subject against background illumination — such as gleams of light falling through leaves — to capture images against a wonderfully luminous backdrop. Don't forget to set the aperture<sup>2</sup> as fully open as possible. By making the most of backlighting (shooting the subject against light), you can take an impressive portrait — using the hair to create a shining "halo" effect.



f/2.8



f/11

Glorious lighting!



<sup>1</sup> Aperture priority auto exposure (AE). With Av mode, once aperture is selected by the user, optimum shutter speed is automatically determined by the camera.  
<sup>2</sup> A camera's physical mechanism (iris) that controls the amount of light entering a camera through the lens. (See page 34.)

## Wednesday: "Home garden"



A pretty lily bud with tiny rain droplets.  
Leaves glistening after a light morning shower.  
If you're enchanted by this small paradise,  
try photographing it today and recording its changing bloom.  
Because by tomorrow,  
it's already going to look different from today.

EF 100mm f/2.8 Macro USM, f/2.8, Aperture-priority AE

### Natural subjects for macro shooting, flowers reveal beautiful surprises.

Rich colour variations. Amazing natural patterns.

Flowers are the supreme subject of macro shooting,  
and the ideal way to learn the basics of macro techniques.

Only the close-up power of micro photography is really capable of  
revealing the tiniest details of petals, pistil, and stamens.

Try using a colourful blurred background or a hazy dreamlike foreground  
to bring out the reality of this micro-scale world.



#### Photo tip

### Clever tools help create outstanding flower photos.

For instance, use an atomizer to create a fine mist that  
resembles tiny drops of dew, bringing vivid freshness to  
plants. Or, create an instant reflector by attaching a little  
wrinkled aluminum foil (using the darker, duller back side)  
to a piece of cardboard. Then take a little time to find the  
best angle for brightest illumination.

Easy and effective!



## Thursday: "Dad's study"



EF-S 60mm 1/2.8 Macro USM, 1/30sec., f/11

Over the years, family keepsakes and long-treasured heirlooms seem to grow in worth, reflecting deep emotional attachment as well as elegance. You can use the amazing capabilities of close-up macro shooting to capture the subtle value of such classic objects — their aura of happy memories.

## Antiques are fascinating macro subjects, revealing craftsmanship and colour to a Canon Macro Lens.

Why not take pictures of family antiques, such as Dad's old watch or camera? You can make full advantage of macro capabilities for clear detail and soft blurring of unfocused fields, and also emphasize aged texture and quality feeling in your images. Spend a little extra time finding the best shooting angle<sup>1</sup> and lighting adjustment to maximize highlighting<sup>2</sup> of glass or metal parts, so the antique object is really "present" in the image. You can be sure that Dad will love these keepsakes even more after seeing your photos!



### Photo tip

#### Find the best angle for striking pictures.

First, decide where you want to focus for easy shooting and best results in capturing the subject. Then, shift your framing a bit, so that you can create an ideal composition with a sense of spatial balance. After you get used to taking pictures, you can be a little adventurous and try some interesting variations — tilted shots, extreme close-ups, and more.



Subject positioned in the center of the frame



Subject position to the right of the frame (off-center)



<sup>1</sup> The angle at which the camera is tilted toward the subject. High angle places the camera lower than and tilted up to the subject.  
<sup>2</sup> Illuminated, reflected, or radiant part of the photo. Usually the brightest part of an image.

## Friday: "Our watchdog"



Woof! He barks just once at strangers, then immediately starts wagging his tail. It's hard to count on him for protection from burglars, but he does "break the ice" with visitors. That's our friendly "watchdog."

EF-S 60mm f/2.8 Macro USM, 1/60sec., Shutter-priority AE

### Macro lenses take detailed portraits of pets from head to tail.

When you spend a lot of time with pets, you'll notice a surprising range of facial expressions. Macro lens close-ups can capture these changing looks at just the right moments, for memorable images to save and treasure. Try taking detailed pet pictures of fur or different parts of the body, using focus settings different from ordinary snapshots.



#### Photo tip

#### Focus at pet's eye view!

Lower the camera position to the pet's eye level to capture shots with plenty of emotion. And, look for ways to steady your hands as you shoot. For example, you can utilize a chair as a "tripod" or use cushions to stabilize the camera.

Watch out for camera shake!



## Saturday: "At the park"



Insects clustering around a blooming flowerbed  
 — ladybugs, butterflies, dragonflies  
 — many lives in a tiny open space.  
 You can miss all the activity in this small world  
 without a macro lens.

EF 100mm f/2.8 Macro USM, Program AE

## Use high magnification<sup>1</sup> to explore the hidden beauty and detail of insects.

Use the zoom-in feature of Canon Macro Lenses to photograph insects. You'll be amazed and captivated by the intricate structures and delicate textures against a beautiful natural background. Make full use of macro artistry to take shots of this micro world!



### Photo tip

#### Insects are sensitive to sound and motion. Be careful not to scare them away!

Be very quiet as you get close to insects. And, pay careful attention to your exposure setting because this typically causes camera shake in close-up photography. Just follow this tip — switch to Tv mode<sup>2</sup> and set the shutter speed as high as 1/250 sec.



<sup>1</sup> Magnification ratio (or magnification) indicates the ratio of image size captured on sensor or film to the actual size of the subject. [See page 33.]  
<sup>2</sup> Shutter-speed priority auto exposure (AE). With Tv mode, once shutter speed is selected by the user, optimum aperture value is automatically determined by the camera.

# Sunday: "Small world, big dreams"



Today was a holiday, and a cousin came over to visit. He brought his favourite toy — a classic miniature car model that he takes wherever he goes. His dream is to buy the real car someday and travel all over the world in it. Wouldn't you like to go driving with him someday?

EF-S 60mm f/2.8 Macro USM, f/11, Aperture- priority AE

## Create a world of imagination and take pictures of it — easily.

Diorama shots usually require a large-scale photo setup, but it's easy with a macro lens.

For instance, just put a beautiful scenic photo in the background, and photograph a model against it.

The photo looks like you're really there!



### Photo tip



### Camera setting plays an important part in diorama photography.

Select "Av Mode" for a camera exposure mode. Try shooting from one angle while changing the aperture of the lens, and choose your favourite combination of background and model. To see the background more clearly, just position the model closer to the background.



Select Av mode.



Set up with Main Dial.



## Change the Picture Style to try monochrome pictures – a little different from colour photos

Canon digital SLR cameras make it possible to take pictures in black and white or sepia tones. Monochrome (B/W) photography extends your shooting capabilities while preserving original detail. Just choose these options from the menu for easy set-up.



EF-S 60mm f/2.8 Macro USM, f/3.5, Aperture-priority AE



Full colour



Sepia



Blue toning

### Setting methods (EOS 400D DIGITAL)

On the shooting menu, select "Picture Style"



Choose "Monochrome" for black and white photo shooting.



Or, choose "toning" to set up shooting in sepia or blue.

## Original ways to enjoy your photos

It's fun to look at your own shots, isn't it?  
But leaving them just as they are may be a waste.  
Why not put your images to use in an original, creative way?  
Then you can enjoy your own favourite one-of-a-kind works of art.



Photo lampshade



Recipe book



Photo stand



Desktop calendar



Postcard

## Photo lampshade



Enjoy favourite pictures, illuminated by the flickering light of a candle flame. And you can also enjoy the fragrance of a scented candle.

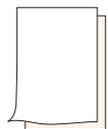
### Needed:



Scented candle



Favourite photo



Sheet of regular paper

Print out a favourite photo and trim it to the same size as the outer circumference of a candleholder. Then roll the trimmed photo around the holder. You can choose any kind of favourite shot — flowers, landscapes, your child, or even your pet. Then enjoy different moods by changing photo subjects.

Warning: Please do NOT use a candleholder with perforations because the paper may catch fire from the flame. So be sure to treat candles with care.



## Recipe book



Take appealing pictures of meals and dishes you've cooked, and add a little decoration to your shots. Soon, you'll have a marvelous original recipe cookbook — sure to be a favourite with your friends!

### Needed:



Album or small drawing book



Photos



Pens

You've put all your culinary skills into a delicious main course for dinner, and served a beautifully decorated cake for dessert.

Why not take special shots of your masterpieces with a Canon Macro Lens? Simply mount these photos and your recipes in an album, with pretty stickers or pieces of fabric or paper, if you want. See how stylish it looks!



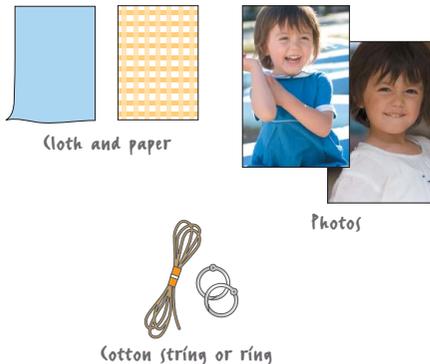
## Photo stand



Mount photographs on cardboard folded in an accordion shape. Just tie with a string and you have a portable photo stand! It's a unique present that friends will love.



### Needed:



This stylish photo stand doubles as an album. You can mount many photos and put them on display, or carry the album around to show friends. To make it, simply fold stiff cardboard into an accordion shape and decorate it with cloth and paper. Punch holes in the front and back covers so it can be bound with cotton string or a ring. A perfect little present!

## Desktop calendar



After you collect a stack of favourite photos, just mount them on dated cards to create an original calendar. That way, you can enjoy favourite photos throughout the passing year.



### Needed:



An attractive calendar is a useful item that's also important in your daily life. To make one, just write dates and weeks of the year on drawing paper. Then select photos suitable to each season, or decide on a theme for the whole year, mount your photos on the dated sheets, and bind them with pieces of cotton string or rings. Have fun — explore your creative gifts to your heart's content!

## Postcard



Add a message to a memorable photo and send it to a friend or significant other.



### Needed:



Favourite photos (Data)



Postcard

We send postcards on many occasions, including birthdays, seasonal greetings, party invitations, etc. Handmade postcards are the ideal way to convey your heart. Create your own and deliver your message in images as well as words. Use a computer to add words to the photo, and it can look as professional as a store-bought greeting card!

## Learn more about macro lenses

Canon Macro Lenses offer lots of ingenious features to help you turn good ideas into great shots — easily. You can use a macro lens to capture images as you imagine them. Take a look at the following introduction to our Canon Macro Lens lineup and convenient functions. Discover the pleasure of taking pictures with a Canon Macro Lens!

## Canon Macro Lenses. All the secrets of easy shooting.



**It's easy to learn to control sophisticated functions.  
And gradually, you can take one great shot after another!**

Canon Macro Lenses are highly regarded by professional photographers for ease of use and great results.

Our lens technology provides all the features you need for capturing the best shots. So you can really enjoy macro photography with Canon.

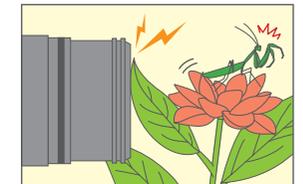
### Benefits of USM + inner focus

Quiet, fast autofocus action. With no expansion or contraction of the lens.

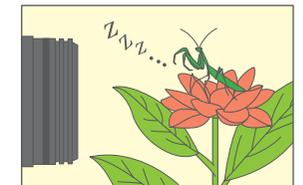


#### Convenient for close-up situations.

When you want to photograph a small animal or an insect, it's important to get close quietly — without scaring the subject. Canon Macro Lenses with USM and inner focus let you photograph subjects with quiet, rapid autofocus. You'll feel confident to approach many subjects that are sensitive to sound and motion in the big world around them. You'll be able to get close and capture big, bold images of small worlds!



Without using USM/Inner focusing



Using USM/Inner focusing

#### Terms

##### What's USM?

This stands for Ultrasonic Motor. Canon has pioneered development of USM for camera lenses. In fact, we've optimized autofocus action for quick, responsive performance with high torque while minimizing motor noise.

##### What's inner focus?

Technology activates focusing by shifting a group of lenses inside the unit, rather than moving (expanding or contracting) the whole lens unit. Since the overall length of the lens doesn't change, you can enjoy shooting ease and compact dimensions.

## Full-time manual focus

Fine-tune the focus while in AF mode.



### Useful at times like these!

Macro photography can only focus on a small area. The impression of a photograph changes dramatically by making a small shift in the focusing point. Use autofocus for quick focus, and then turn the focus ring. When you keep your attention on the viewfinder and fine-tune the focus, the difference in the finished photo will be immediately apparent.



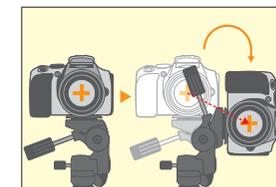
### Terms

#### What is full-time manual focus?

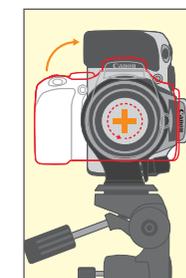
Use this function to make precise adjustments after focusing quickly on autofocus without switching to manual. This brings out the full potential of the photographer's expressive abilities.

## Tripod mount ring

Change the vertical/horizontal framing instantly without altering the subject position through the viewfinder.



Without a tripod mount ring



Using a tripod mount ring

### Useful at times like these!

Perhaps you shoot a horizontal composition, then feel like taking a similar photo in a vertical framing. With a regular tripod, the subject position through the viewfinder inevitably shifts and the photographer has to refocus from the start. With a tripod mount ring, however, you can maintain the position of the subject in the viewfinder — for an easy, instant frame change to a vertical, horizontal, or even an angled composition.

### Terms

#### What is a tripod mount ring?

Tripods are normally attached directly to the camera body. Lenses equipped with a tripod mount ring, however, allow the tripod to be attached to the lens rather than the camera body. Accordingly, the camera rotates with the lens at the axis, and after the macro lens is attached, the front/back weight distribution is improved. The result is steady, blur-free photography. Tripod mount rings are available for the EF 100mm f/2.8 Macro USM, and supplied with the EF 180mm f/3.5L Macro USM and the MP-E 65mm f/2.8 1-5x Macrophoto lenses.

# Canon's Macro Lens lineup

## Ideal combination with EOS 400D DIGITAL EF-S 60mm f/2.8 Macro USM

(for EOS 30D, EOS 20D, EOS 20Da, EOS 400D DIGITAL, EOS 350D DIGITAL, EOS 300D DIGITAL)



Best lens for macro beginners!

Enjoy macro shooting anytime with excellent quality reproduction and a lightweight compact design. Thanks to an easy-to-use viewing angle of 96mm (35mm film equivalent), you can use this versatile macro lens for a wide range of shooting purposes — including small flowers and objects, portraits with blurred backgrounds, and landscapes. The lens provides fast and quiet auto-focusing with USM and full-time manual focus capability for a more detailed approach, as well as various additional functions that support high-level performance.

USM Inner focusing Full-time manual focusing Max. magnification ratio: 1x (life-size)

• Lens construction: 12 elements in 8 groups • Close Focus: 0.2m - ∞ • Max. magnification ratio: 1x (life-size) • Filter size: 52mm

## Capture subjects in dramatic 1x full-frame images EF 100mm f/2.8 Macro USM



Have fun with "macro photography"

Compatible with the entire EOS series, this macro lens is a favourite for its excellent reproduction quality and ease of use. The lens has a viewing angle of 160mm (35mm film equivalent) on EOS 400D DIGITAL and similar models, so users can capture more details from farther away than with an EF-S 60mm f/2.8 Macro USM lens. For shooting precision photos, an optional tripod mount ring (sold separately) helps users switch easily between landscape and portrait framing.

USM Inner focusing Full-time manual focusing Supported by tripod mount ring (sold separately) Max. magnification ratio: 1x (life-size)

• Lens construction: 12 elements in 8 groups • Close Focus: 0.31m - ∞ • Max. magnification ratio: 1x (life-size) • Filter size: 58mm

## Best for taking photos of small animal or insects at a distance EF 180mm f/3.5L Macro USM

Macro shooting from a distance



Small animals, insects, and flowers are hard to photograph in close-up. But this macro lens has a long 180mm focal length to shoot big, beautiful images of small subjects from farther away. Combined with a model like EOS 400D DIGITAL\*, this lens enables you to command a viewing angle of 288mm (35mm film equivalent). This allows you to take spectacular macro photos from a distance.

USM Inner focusing Full-time manual focusing Supported by tripod mount ring (included) Max. magnification ratio: 1x (life-size)

• Lens construction: 14 elements in 12 groups • Close Focus: 0.48m - ∞ • Maximum magnification ratio: 1x (life-size) • Filter size: 72mm

## For macro photography only, with 1-5x high-rate magnification MP-E 65mm f/2.8 1-5x Macrophoto

Welcome to undiscovered world!



This high-magnification macro lens, with magnification ratios ranging from 1x to 5x, is exclusively designed for macro shooting. Although the lens doesn't allow you to take portraits or landscapes, unlike various other macro lenses, you can enjoy taking photos from an entirely different point of view — such as through the eyes of a small creature.

Supported by tripod mount ring (included) Max. magnification: 5x

• Lens construction: 10 elements in 8 groups • Close Focus: 0.243m - 0.313m • Max. magnification ratio: 5x • Filter size: 58mm

## For close-ups and regular shooting with attractive blurred effects EF 50mm f/2.5 Compact Macro

Lightweight and compact



This lightweight Macro Lens is compatible with all EOS models. Although maximum magnification ratio is 0.5x, you can enjoy macro shooting up to 1x if combined with the optional Life-size Converter EF (sold separately).

Max. magnification: 0.5x

• Lens construction: 9 elements in 8 groups • Close Focus: 0.23m - ∞ • Max. magnification ratio: 0.5x • Filter size: 52mm

## Accessories

Lets you capture close-up shots with EF 50mm f/2.5 Compact Macro

### Life-size Converter EF



When combined with the EF 50mm f/2.5 Compact Macro lens, this converter extends the magnification range to 0.26x - 1x for more versatile macro shooting.

• Lens construction: 4 elements in 3 groups • Close Focus: 0.24m - 0.42m • Max magnification ratio: 1x (life-size)

Camera rotates with lens at axis for easy-switch framing

### Tripod Mount Ring B

EF 100mm f/2.8 Macro USM adapter included



When combined with the EF 100mm f/2.8 Macro USM, this tripod accessory lets users turn the camera body while keeping the subject in the center of the viewfinder, easily switching between landscape or portrait framing.

## Useful info: Basics of macrophotography

### Magnification ratio



This ratio expresses the relative size of the image, compared to the subject.

The larger the magnification ratio, the larger the subject appears.

The magnification ratio indicates the ratio of image size captured on sensor or film to the actual size of the subject. When using a magnification ratio of 1x, for example, the image captured on the sensor or film is the same size as the subject. The maximum magnification ratio represents the largest image size of a subject captured by the lens. The maximum magnification ratio for standard lens EF-S 18-55mm F3.5-5.6 II USM is 0.28x (at 55mm) while the maximum magnification ratio for the EF-S 60mm f/2.8 Macro USM lens is 1x.



1x



0.28x



0.5x



5.0x

### Focal length



A number related to the angle of view of a lens.

The longer the focal length, the greater the telescopic effect, the narrower the angle of view.

In other words, 100mm or 180mm macro lenses have narrower angles of view than that of a 60mm lens. So if you're shooting the same subject from the same distance, the subject appears larger with a 100mm or 180mm macro lens.

The shorter the camera to subject distance, the greater the blurring in front and back of the focused area.

Making the subject the center of attention requires that the photographer take great care in determining the focus. Since "camera shake" happens easily, use of a tripod may be necessary in many cases.



50mm



100mm



180mm

### Aperture



Control depth of field, depending on how wide the aperture diaphragm is opened.

Aperture control for desired background blurring

An aperture diaphragm is a mechanism that controls the amount of light entering a camera through the lens. By adjusting the opening of the aperture, one can vary the depth of the zone of in-focus elements. If the aperture is wide open (f/2.8, for example), the focused area becomes shallow, resulting in greater blurring of images in front of and behind the subject in focus. In contrast, if the aperture is small (f/22, for example), the focused area becomes deep, resulting in greater clarity of images in front of and behind the subject in focus.

The benefits of brighter lenses

In a lens description — such as "EF-S 60mm f/2.8 Macro USM — "f/2.8" refers to the widest opening of the lens aperture. When this "f" number is low, the lens is considered "bright" or "fast." Bright lenses not only capture beautifully blurred backgrounds but also let you choose faster shutter speeds even in dark places, reducing the risk of undesired blurring through "camera shake."



f/2.8



f/8.0



f/22

### Exposure compensation



Exposure determines the overall brightness of photos. Exposure compensation allows the photographer to get "brighter" or "darker" results.

Freely control the brightness of photos

Automatic exposure is intended to create optimal photo exposure. However, you can intentionally change the exposure level through exposure compensation. When you want to get brighter results, just set the exposure level on the "plus" side; when you want to get darker results, set the exposure level to the "minus" side.

AEB automatically creates three photos with different exposure levels

If you use the AEB (automatic exposure bracketing) function on your camera, one shot generates three images with different exposure levels. Afterwards, you can pick the best result from among these three choices.



Minus (-) compensation



Neutral



Plus (+) compensation

**Canon**