

Kwanon Camera Anniversary – History in Photos

Image	Description
	<ul style="list-style-type: none"> • Goro Yoshida was behind the creation of the first Canon camera, called the Kwanon • Yoshida was born in Hiroshima Prefecture in 1900 and raised in Toyko. Even as a child, he showed a keen interest in cameras, often disassembling and rebuilding them • In the mid-1930s, the camera market was monopolised by German Leica cameras. Yoshida disassembled one of their cameras and while impressed with its innovative workings, he believed it possible to manufacture the camera's parts in Japan • Together with his entrepreneur brother-in-law Saburo Uchida, Yoshida oversaw the creation of the Kwanon, which was the first step in establishing Canon as a camera manufacturer
	<ul style="list-style-type: none"> • In November 1933, Uchida, Yoshida and Takeo Maeda, established the Precision Optical Instruments Laboratory where they developed a 35mm rangefinder camera • The Precision Optical Instruments Laboratory was located in the Takekaway Building • The laboratory was located in a room of an apartment (Takekaway Building), located in the Roppongi area of Tokyo
	<ul style="list-style-type: none"> • The Kwanon camera was a prototype made by Yoshida in 1934 • It was named after Kwannon, the Bhuddist goddess of mercy • The camera's lens, called Kasyapa, was name after Mahakasyapa – a disciple of Buddha • The top of the camera body featured an engraving depicting the thousand-armed Kwannon

	<ul style="list-style-type: none"> • The camera's logo depicted a thousand-arm Kwanon Goddess • It was engraved into the top of the camera body
	<ul style="list-style-type: none"> • In June 1934, the Kwanon camera was advertised in the Asahi Camera magazine
	<ul style="list-style-type: none"> • In 1935, Kwanon was renamed Canon (meaning 'criterion or standard of judgement') • Canon's first production model, and Japan's first high-quality 35mm camera, was called the Hansa Canon and was fitted with a focal-plane shutter • In December 1935, the first Hansa was advertised, but it is believed that the first camera went on sales at the beginning of 1936
	<ul style="list-style-type: none"> • In 1959, Canon introduced its first single-lens reflex (SLR) camera, the Canonflex • The Canonflex used a high-quality, breechlock lens mount. The lens flange ring was turned to lock the lens onto the camera flange's bayonet lugs • The camera used Super-Canomatic lenses, which had a fast, fully-automatic diaphragm. A 130-degree winding trigger at the camera bottom enabled quick film advance

 A black and silver Canon Canonet camera, a compact 35mm lens-shutter camera. The camera is shown from a front-three-quarter view, highlighting its lens, viewfinder, and the 'Canon' branding on the top plate.	<ul style="list-style-type: none">• The Canonet was Canon's first intermediate-class, lens-shutter 35mm camera which was marketed in January 1961• The Canonet slogan was, "Anyone can buy it and anyone can take pictures with it"• The first prototype looked very orthodox and proved very popular, selling out an entire week's worth of inventory in a mere two hours• During the "Canonet boom", a million Canonets cameras were sold in two and a half years
 A black Canon F-1 SLR camera with a lens attached. The camera is shown from a front-three-quarter view, emphasizing its professional design and the 'Canon' and 'F-1' markings.	<ul style="list-style-type: none">• The top-of-the-line 35mm Canon F-1 system was created in 1971• The F-1 was released to address the needs of professional photographers• The camera was built to endure 100,000 picture-taking cycles, temperatures ranging from -30 C to 60 C, and 90% humidity• The F-1 gained many professional fans and except for a one-time revision, the camera was manufactured and sold for ten years
 A silver and black Canon AE-1 SLR camera with a lens attached. The camera is shown from a front-three-quarter view, highlighting its compact SLR design and the 'Canon' and 'AE-1' markings.	<ul style="list-style-type: none">• Introduced in April 1976, the AE-1 was the world's first camera with an embedded microcomputer• The AE-1 symbolised the shift from lens-shutter cameras to automated and computerised cameras• The AE-1 was a very successful camera worldwide and it accelerated the incorporation of automatic and electronic technologies with the 35mm SLR camera• The manufacturing of the AE-1 camera was also highly automated. This made it possible to produce a low-cost camera with high-end features

	<ul style="list-style-type: none"> • Canon's first EOS camera was introduced in 1987. It was named after the goddess of dawn in Greek mythology • In developing the "EOS 650", several innovative and unique Canon technologies were employed, including the highly sensitive focusing sensor, BASIS (Base-Stored Image Sensor), the high-precision motor and USM (Ultrasonic Motor) • The EOS 650 was revealed at the Japan Camera Show in Tokyo and received rave reviews
	<ul style="list-style-type: none"> • Launched in 1995, the EOS DCS 3 was the first digital EOS camera • It enabled high-speed continuous shooting at 2.7 fps in 12-frame bursts • By using the camera's 260 MB hard disk card, about 189 large size frames could be filed • The equivalent film speed sensitivity range was ISO 200 to 1600
	<ul style="list-style-type: none"> • In 2012, Canon released the Cinema EOS System, a line-up of professional digital cinematography cameras and lenses • The EOS C300 (Interchangeable-Lens Digital Video Camcorder) is equipped with an EF lens mount for compatibility with the wide array of lenses; and the EOS C300 PL offers a PL lens mount for use with industry-standard PL lenses • The EOS C300 was presented with a TIPA product award in 2012 for the best professional video camera