

PRESSRELEASE

Carbone Smolan Agency (CSA) to Extend the Power of the Canon Brand with Inspirational New Photography App

App to be Revealed During the CSA-Led Workshop at PDN PhotoPlus International Conference + Expo

New York, NY – October 27, 2011 – Carbone Smolan Agency (CSA), a leading brand strategy and creative design firm, today announced Canon Idea Mine- a free iOS app designed for Canon by CSA that serves as an idea-provoking tool for photographers. Attendees at the PDN PhotoPlus International Conference + Expo can get an early preview of the app during CSA's photography workflow session on October 28.

“Most photographers have never been challenged to take a photo of *mischievous crayons*. With Canon Idea Mine, they could be,” said Paul Pierson, CSA partner and design director. “By incorporating just the right amount of randomness, CSA's goal was to help photographers evolve and expand their ideas. If you're stuck, the app can generate billions of unique image concepts from scratch in just two taps. We think this tool will help today's photographers, who are now expected to conceive ideas, not just execute. It's a serious tool in a fun and distinctive package.”

Canon Idea Mine was developed through CSA's extensive research and interviews with dozens of notable photographers. By working closely with Canon, CSA built a versatile tool that's fine-tuned to the way real artists create amazing images. Through this app and its Digital Learning Center, Canon is building on its role as a dedicated partner for photographers along every step of their creative process.

In addition to unveiling Canon Idea Mine, Pierson, an app designer, branding expert and photography enthusiast, will host “The Best Apps for Professional Photographers” workshop on October 28 at 8:45am. Attendees of the session will learn how rapidly evolving mobile technology is revolutionizing photography, while receiving insightful tips and best practices on getting the most out of today's apps. Other topics to be addressed during the session include:

- The Need for Speed: How mobile technology is changing photographer workflows
- App Envy: 40 of the best photo apps in the market
- Mobile Brand Magic: Making mobile innovation work for your photo brand
- The future of mobile technology for photography and apps to inspire creativity

“It’s easy for photographers to be overwhelmed with the latest mobile technology and app options available today,” Pierson added. “We want to use this workshop as a way to inform, educate and inspire photographers to work more efficiently using the best mobile technologies, as they prepare for the astounding technological changes to come. It’s an exciting time for photographers and CSA is pleased to help lead the way.”

About Carbone Smolan Agency

Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, the W Hotel Group, Christie’s, Musee de Louvre, Canon and Mandarin Oriental Hotel Group. To find out more, visit www.carbonesmolan.com.