

COUNTERFEITS CAN BE HARD TO SPOT

Outside appearances are misleading, but inside there are striking differences. The counterfeit reveals poor quality, careless workmanship and contains a fraction of the components than that of the genuine Canon counterpart.

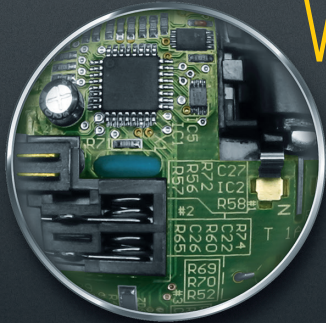
GENUINE

Inside of a Genuine Canon Charger

COUNTERFEIT

Inside of a Counterfeit "Canon" Charger

VS.



Built with heat-management technologies for your safety

Built with no regard for your safety

KNOW THE RISKS: WHY COUNTERFEITS CAN BE DANGEROUS



MAY BURN, MELT OR SMOKE



NOT ALL FUNCTIONS MAY BE SUPPORTED



COUNTERFEITS SUPPORT CRIMINAL ACTIVITY

KNOW YOUR CANON SPEEDLITE



It has come to our attention that fake Speedlite 600EX-RT flashes are being sold, mainly through various online marketplace websites. These fake goods have not been tested to Canon's rigorous standards, and could cause problems such as fire and/or smoke.

Mounting Foot Lock Lever

Genuine



Counterfeit



The position to release the mounting foot lock lever is different on the fake product - the real product's mounting foot lock lever is located further toward the left, whereas the fake's is closer toward the center.

LCD Display

The display on the genuine Canon Speedlite custom function screen contains more detailed information and provides more functionality.



Genuine

Counterfeit

HOW TO FIND OUT MORE

- For more information, visit: WWW.CLA.CANON.COM/ABOUTCOUNTERFEITS
- Read the Top 10 Ways to Protect Yourself from Counterfeiting and Piracy at: WWW.CLA.CANON.COM/AVOIDCOUNTERFEITS
- To report questionable products and sources, please contact Canon via email at: falsificaciones@cla.canon.com
- Can You Spot The Fake? Get involved with the fight against illegal counterfeiting. Take the Spot the Fake quiz at: WWW.CLA.CANON.COM/SPOTTHEFAKE.

Canon

Products not shown to scale. Not responsible for typographical errors.
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Canon



COUNTERFEITS CAN BE DANGEROUS. GET INFORMED.

Help Keep Yourself and Your Equipment Safe with Genuine Canon Accessories



CAUTION! FAKE SPEEDLITE ALERT

Is your Canon Speedlite the real deal? Flip to the back cover to discover the dangers of fakes.

HELP PROTECT YOURSELF AND YOUR EQUIPMENT WITH GENUINE CANON ACCESSORIES

PROTECTING YOU AGAINST COUNTERFEIT PRODUCTS



Genuine Canon Hologram

Customer safety is of utmost importance to Canon. Counterfeit goods come with all kinds of risks which you may not have even thought about. Keep safe with the following tips for spotting fake goods.

GENUINE CANON HOLOGRAM

Look for the genuine Canon anti-counterfeiting hologram on the package when purchasing replacement batteries, toner, single ink tanks, and on the base of select batteries. The hologram changes when tilted back and forth.



NB-12L Battery Pack

SPOT SUBTLE DIFFERENCES IN APPEARANCE

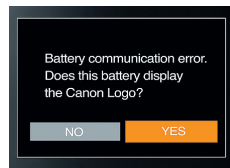
Genuine products will have clear type and logos, while counterfeits are often given away by unclear writing and spelling errors. In addition, levers and screen displays on fake Speedlites may look slightly different from genuine Speedlites (see back cover).



Logo on the genuine battery (top) and the counterfeit battery (bottom)

WATCH OUT FOR DISPLAYED ALERTS

Select Canon cameras can detect when a non-genuine battery has been inserted, and will display a warning message on the LCD screen. Moving forward, more Canon products will have similar technology to help warn you of counterfeits.



Example warning message on LCD screen

NOT EVERYTHING MAY WORK

Some functions may not work as you expect them to. For example, the radio transmission wireless shooting function found in Canon Speedlite 600EX-RT flashes is not found in counterfeit versions.



WHY BUY GENUINE CANON ACCESSORIES?

To help ensure the safe, reliable operation of your valuable Canon equipment, you should avoid using counterfeit "Canon" accessories. Engineered and manufactured to meet government and industry standards for safety and reliability, genuine Canon accessories including external flashes, batteries, chargers and battery grips help ensure the optimal performance of your valuable Canon gear. Genuine Canon accessories are designed to function correctly, hold a charge, properly fit into Canon equipment and prevent overcharging, short-circuiting and/or overheating that may cause damage to your Canon equipment.



10 WAYS TO HELP AVOID COUNTERFEIT ACCESSORIES

1. Purchase from authorized dealers or directly from the manufacturer.
2. Be careful when buying through foreign sites.
3. Beware of "too good to be true" prices.
4. Check to make sure the package is of high quality.
5. Beware of suspicious messaging.
6. Check to make sure your battery fits easily in your device.
7. Check for overheating.
8. Make sure your battery holds a charge.
9. Compare logos for consistency.
10. When in doubt, let Canon check it out.

JOIN THE FIGHT AGAINST COUNTERFEITING

As the popularity of cameras and accessories grows around the globe, so does the problem of counterfeiting. It is illegal to sell counterfeit products. Counterfeiting costs jobs, undermines legitimate resellers and can pose a real safety risk. Counterfeit products are rarely, if ever, produced to the same strict safety standards specified by the government or the industry to which Canon adheres. The use of counterfeits, which can damage your product or cause increased service problems, may void Canon product warranties. To know what measures you can take to help protect yourself, go to: CLA.CANON.COM/ABOUTCOUNTERFEITS



If you're in doubt, Canon can help you determine if your Canon accessory is genuine or counterfeit. Just email Canon at: falsificaciones@cla.canon.com