



MEDIA RELEASE

Canon Australia and National Geographic Channel announce TV-Series partnership

Shared commitment to powerful visual storytelling sees locally born and bred series 'Tales By Light' premiering Sunday 24 May



Image Credit: Darren Jew

WATCH THE TEASER:

<http://bit.ly/talesbylight>

Sydney, Australia, 18 March 2015 – Canon Australia and National Geographic Channel have announced their partnership to deliver Australian viewers a new television series that gives rare insight into the eyes of some of Australia's, and the world's best photographic storytellers. Titled ***Tales by Light***, the series will air in six episodes premiering from 8.30pm AEST Sunday 24 May on National Geographic Channel.

Tales By Light is the first television series produced by Canon Australia and is a natural progression for the photographic brand, explains Canon's Director of Consumer Imaging and Executive Producer for the Series, Jason McLean:

"We see our role in imaging as enabling people to tell their stories, and what better than inspiring a large and passionate audience through the eyes of some of the best storytellers in the world. The partnership with National Geographic Channel is a perfect fit for us given their dedication to telling powerful stories through captivating imagery."

Produced by emerging cinematographer and Canon Master, Abraham Joffe, *Tales by Light* is showcases five of Australia's, and the world's, best photographers pushing the limits of their craft in some of the world's most extreme and fascinating environments.

Each a master of their respective field, the photographers give rare insight into their endless journeys as visual storytellers – their challenges, motivations, and moments of joy in capturing an elusive moment by light. Shot in 4K resolution, the series is a stunning visual spectacle to immerse and inspire viewers through new ways of viewing the world around them.



Image Credit: Darren Jew

National Geographic Channel's Managing Director for Australia and New Zealand Jacqui Feeney believes that "there is growing opportunity in strong, aligned brands partnering to amplify each other's efforts and be innovative in media especially."



Image Credit: Art Wolfe

"*Tales By Light* is cool entertainment filmed in stunning 4K that appeals to our Nat Geo viewers. Both Canon and National Geographic Channel have shared values around the power of great imagery and technology being underpinned by great storytelling and reaching audiences in new and engaging ways. TV remains a powerful medium and storytelling is in our DNA so we were delighted to work with Canon on this new TV series."

The photographers

Art Wolfe has photographed for the world's top magazines such as National Geographic, Smithsonian and GEO. Photographing creatures of the planet has been a major portion of Art's life's work spanning the past five decades. In the words of Sir David Attenborough: "Art Wolfe's photographs are a superb evocation of some of the most breathtaking spectacles in the world."

Darren Jew is one of the world's leading marine photographers. He has forged an impressive career having shot for the likes of the National Geographic Society, Tourism Australia and the CSIRO. His knowledge of the ocean and its creatures coupled with his adventurous spirit, makes a brilliant subject to document.

Richard I'Anson is an acclaimed travel photographer and was the founder of Lonely Planet images. His work can be seen all over the world with hundreds of book titles featuring his photography. As a travel photographer, Richard lives and breathes his profession and has photographed in over 100 countries and all 7 continents.

Peter Eastway is an AIPP Grand Master of Photography best known for his exquisite landscape work. Peter's early landscapes were primarily black and white, carefully printed and toned but, with the advent of digital photography, he is taking a leading role internationally, creating a new tradition of high-quality landscape imagery. Peter's work continues to be published internationally and he is the author of the Lonely Planet's Guide to Landscape Photography.

Krystle Wright is a pioneering extreme sports photographer, driven by a passion to capture unique perspectives and increase the visibility of the most extreme sports and athletes. On a continual quest to challenge herself and others mentally and physically, Krystle achieves remarkable images that give insight into the demanding and beautiful world of adventure photography that few people get to see.

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About Canon

Canon is a world-leading imaging brand that inspires people to achieve more than they ever thought possible. Canon's Australian R&D company, [CiSRA](#), develops and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-five US patent recipients* for the past 29 years, and had global revenues of more than US\$37 billion in 2014. Canon Australia also operates [Canon Finance Australia](#), which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit www.canon.com.au, www.facebook.com/canonaustralia, www.twitter.com/canonaustralia, www.youtube.com/canonaustralia

* Based on weekly patent counts issued by the United States Patent and Trademark Office

About National Geographic Channels International

National Geographic Channels International (NGCI) inspires viewers through its smart, innovative programming that questions what we know, how we view the world and what drives us forward. A business enterprise owned by National Geographic Ventures and FOX Entertainment Group, NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education through its six channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Wild HD, Nat Geo People and Nat Geo Mundo. Globally, National Geographic Channel (including NGC U.S., which is a joint venture of NGV and Fox Cable Networks Group) is available in more than 440 million homes in 171 countries and 45 languages. For more information visit www.natgeotv.com.au

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