

CANON

PIXMA Campaign Site

Printing Possibilities

Canon, a company that prides itself on creative solutions, launched the multifunctional printer PIXMA and wanted an unconventional, remarkable website to display this remarkable product.

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EOS 400D Campaign

Adding New Dimensions

Canon, a world leader in photo technology, needed a website to showcase their new entry level Digital SLR camera, the EOS 400D, that continued the 'Welcome to the Playground!' theme in a unique way.

YAMAHA MOTOR EUROPE

Motorcycle Section & Portal Pages

Driving Action

For our very first project with Yamaha Motor Europe, MediaCatalyst was asked to encourage a call-to-action of purchase by redesigning the home and portal pages for the motorbike section of their site.

CANON

The Assignment - Campaign Site

Panning Europe in Panorama

To celebrate photography and teach artists how to make the most of their equipment, Canon staged a pan-European competition for a real two-day assignment with Vicki Couch during the Euro 2008. Promotion was needed.