



# Canon Pairs With Adidas Golf For A Virtual Solution



**W**ith its legendary mix of groundbreaking technology and designer packaging, Adidas has always found the sweet spot between form and function. Specializing in golfing apparel and footwear, Adidas Golf is no exception.

Due to the tactile nature of the product, sales for the company rely heavily on in-person meetings. However, in March of 2020, COVID-related restrictions forced Adidas Golf to go entirely virtual. This presented a unique challenge for the brand. By not having access to Adidas showrooms, clients could not physically see or touch any new Adidas Golf products to help with their decision-making process for the next year. "Pre-booking orders is a big part of our business and historically they have always been done in-person," says Adidas rep Philippe Black.



## Virtual Limitations

Like the rest of the world, Adidas Golf struggled to adapt to conducting business virtually. One of the biggest challenges for Black lay in the limitations of his rather pedestrian laptop camera. "Our business is apparel and footwear," he explains, "but all the colors looked the same: black, grey, purple—customers couldn't tell the difference."

### The Problem:

- COVID-related restrictions forced Adidas Golf to conduct all business online
- Adidas Golf relies heavily on in-person client meetings to sell products
- Clients were unable to gain a sense of the quality of the fabrics and materials virtually
- Adidas Golf needed a product that could offer a better client experience for virtual meetings

### The Solution:

- Canon's Professional Markets team developed an innovative solution utilizing the EOS Rebel SL3 Camera with EOS Webcam Utility complemented by personalized training and set up instructions
- The product provided a seamless solution that ensured:
  - A stunning high-resolution image
  - Extremely accurate colour representation
  - Visibly sharp details on all products
  - Easy-to-use zoom features
  - A high-touch virtual experience for clients

### The Benefits:

- Adidas Golf was able to maintain steady sales despite the pandemic
- Expert guidance from the Canon team ensured successful and rapid set-up
- Enabled better client engagement from home offices with a high-quality virtual experience



## A Webcam Solution

It was clear that Adidas Golf needed to produce a higher-resolution image for their clients. The question was, how? Enter Canon's Professional

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Markets group. The imaging tech company has built its reputation on providing groundbreaking solutions for a wide range of businesses—and Adidas was no exception. Canon presented an innovative

fix that checked all the client boxes—including a high-resolution image to ensure accurate colour representation, sharp details, and a better-all-around high-quality video streaming experience. The resulting technology—the EOS Rebel SL3 Camera with Canon's free EOS Webcam Utility software—was a game-changer. The new tool meant reps could zoom in on products, allowing clients to see both fabrics and patterns with crystal-clear precision, and enabling them to compare products. "That's been the main feedback from clients," says Black. "They really appreciate how clear the images are."

### Virtual Limitations

COVID has had a devastating impact on all areas of the economy, and financial loss was a top concern for Adidas Golf at the start of the pandemic. Fortunately, installing the free EOS Webcam Utility software in combination with the EOS Rebel Camera has helped to allay those fears. "We've been able to maintain our

business without great expense," says Black, "I don't think there are a lot of industries right now who are able to say that." By converting from an older webcam to Canon's high-resolution webcam software, Adidas Golf reps have effectively turned their home offices into remote showrooms with pro-like video quality.



## A 2021 Solution

Canon's new software technology is a bundled solution that's helping keep Adidas Golf in the game during these extraordinary times. If you're looking for innovative ways to heighten your business's virtual outreach and enhance visual collaboration, contact a Canon Professional Markets representative today to ask about EOS Rebel SL3 Camera with EOS Webcam Utility—or ask about Canon's dedicated suite of cameras compatible with the EOS Webcam Utility software.

We will be happy to work with you to understand your needs and put together a personalized streaming and imaging solution. No matter the type, or size, of your sales operation, Canon has a solution.

**Contact a Professional Markets rep to learn more. EMAIL : [promarkets@canada.canon.com](mailto:promarkets@canada.canon.com)**