

PLAY IT SAFE!

COUNTERFEITS CAN BE DANGEROUS

Buying counterfeit products might seem a smart way to save money, but they could cost you big down the road.

PICTURE THIS: You've landed an amazing career-changing assignment. Maybe you're backing up a well-known professional, or it's your first paid gig shooting pictures for a local restaurant. As a student, your budget is pretty slim, but you found a too-good-to-be-true deal online, so you stocked up on extra batteries, a charger, and a new external flash to make sure you're prepared. Then, on the shoot, your camera starts to feel hot in your hands, and it begins to smoke. You drop it just in time to watch it burst into flames. Thankfully, no one is hurt, but you have no way to finish the job.

YOU'VE LEARNED THE HARD WAY THAT COUNTERFEITS CAN BE DANGEROUS...

In 2011, the National Crime Prevention Council (NCPC) launched a campaign focused on educating consumers about the potential risks associated with counterfeit products. In 2013, Canon U.S.A. (Canon) launched its own consumer awareness campaign educating consumers about the safety risks associated with purchasing counterfeit power accessories. Intellectual property theft costs jobs and increases the cost of consumer goods produced by legitimate manufacturers. It can damage the reputation of the original maker. And poorly made counterfeit products can cause sickness, bodily harm, and even help perpetuate organized crime and gang activity.

Take a look at these two images. On the left is the inside of a genuine Canon charger built with heat management technologies for your safety. The counterfeit "Canon" charger on the right reveals poor quality, careless workmanship, and contains a fraction of the components of the genuine Canon counterpart.

GENUINE



COUNTERFEIT



Of course, you won't be able to look inside when you're shopping for camera accessories online. But you can learn to spot a fake. To get started, visit usa.canon.com/spotthefake and take Canon's **Spot the Fake Quiz**. See if you can outscore your classmates!

My Score _____



WHAT DID YOU LEARN FROM THE QUIZ? SHARE YOUR CONCLUSIONS IN A CLASS DISCUSSION:

1. What key differences did you focus on when trying to identify the counterfeit?
2. What similarities did the counterfeiters use to fool you?
3. What will you do to make sure you are buying genuine accessories for your camera?

Now, let's put your savvy to the test. Browse online for camera batteries, chargers, and external flashes to see if you can spot any fakes. Take notes on the back of this sheet to share with your class what you discovered. (Hint: Remember also to beware of the price and the website.)

Clip out this list of tips to help avoid counterfeits for the next time you need a new battery, charger, or other power accessory.

DON'T GET FOOLED!

- Purchase from authorized dealers or directly from the manufacturer.
- Be careful when buying through foreign sites.
- Beware of "too-good-to-be-true" prices.
 - Check to make sure the package is of high quality.
 - Beware of suspicious messaging.
 - Check to make sure your battery fits easily in your device.
 - Check for overheating.
 - Make sure your battery holds a charge.
 - Compare logos for consistency.

When in doubt, let the manufacturer check it out.

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FIND OUT MORE ABOUT HOW YOU CAN AVOID COUNTERFEITS AT NCP.C.ORG AND USA.CANON.COM/ABOUTCOUNTERFEITS