

# Newsletter

佳能（中国）企业社会责任专刊 Corporate Social Responsibility

2012  
总第04期

## 一段非同寻常的 非遗保护之旅

A unique journey of intangible cultural heritage protection

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4<sup>th</sup> Issue

影像公益

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感谢各位阅读佳能（中国）企业社会责任专刊！

本刊由佳能（中国）有限公司企业社会责任推进部门编写，旨在向各利益相关方分享佳能CSR推进工作的收获和心得，传递“用影像推动公益”的感动和快乐！

本刊若有任何错漏，或您有任何意见及建议，欢迎联系本刊编辑部门：CD\_CSR@canon.com.cn，期待您与我们有更多的沟通与互动！

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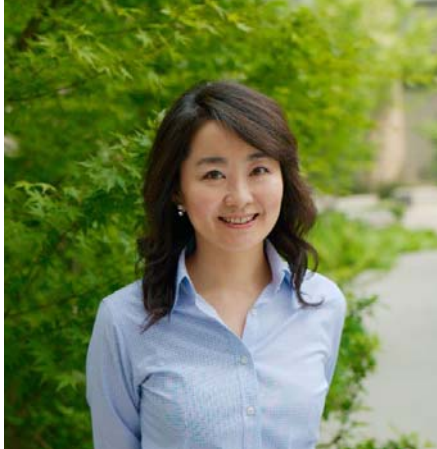


## 卷首语

Preface

## Newsletter

Corporate Social Responsibility  
佳能（中国）企业社会责任专刊



## 公益新境界： 汲长补短，发挥特长

New view of public welfare:  
using one's strength to maximize  
the common good

There is a story from Warring States period about a man named Gan Wu. He was sent on a diplomatic mission to the State of Qi, when he encountered a river and could not across. He turned to a boatman for help, who proceeded to mock Gan Wu: "Since you can't cross a river, how can you pay a visit to Qi as Ambassador?" Gan Wu retorted, "Everyone has his limitation. A good horse can run a thousand miles in a single day, but if you let it to catch a mouse, it will not be as good as a little cat. Ganjiang (a famous sword in ancient China) can cut through iron as though it was mud, but if you use it to chop firewood, it was inferior to an axe. I am not as good as you at rowing, but when it comes to lobbying a king, you are inferior to me."

This story has been around for thousands of years. It gives us a simple principle, namely, everyone has his strength and weak point. We shall utilize our strength to maximize its effectiveness to the society.

Why are we talking about the story of Gan Wu?

战国时期有这样一个故事，甘戊出使齐国，路遇一条大河无法向前，遂求助于河边船夫。船夫嘲讽道：“你连一条河都渡不过去，谈何出使齐国呢？”甘戊反驳道：“万物各有所能。骐驎騄骥这样的好马，能日行千里，可是你让它去捉老鼠，那它恐怕还不如一只小猫；干将这样的宝剑削铁如泥，可是如果用来劈柴，那肯定还不如一把斧头。划船我不如你，游说君王，你就不如我了。”

这则故事流传了百年，道理非常简单，即尺有所短，寸有所长，物有所不足，我们要学会善用自己的长处，最大化社会价值。

为什么要在这里谈及甘戊过河的故事呢？

企业管理学者麦克·波特最近提出了“战略性公益事业”，简单来说就是将企业公益与商业运营策略联系起来，在推动公益事业的同时应当充分发挥企业的自身优势，使企业同时具有良好的社会效益和经济效益，这样既可以促使公益事业与股东利益保持一致，也可以对企业的竞争环境产生积极重要的影响。

经验告诉我们，并非任何企业公益行为都会提升企业竞争力，那些与企业经营毫无关系的公

An enterprise management scholar Michael E. Porter recently put forward an idea of "strategic philanthropy". To sum up his words, we should connect corporate social responsibility with business operation strategy, by using the core competence of the company to leverage the maximum social benefits & economical effectiveness; this could be the way to keep sustainability of the competency of the enterprises.

As an innovator and leader in the image technology industry, Canon has been utilizing its technological advantages in image to help Eco protection initiatives, Hope School education programs, and Ethnic Culture protection. Like Canon has supported the "China's Ethnic Minority Intangible Cultural Heritage Protection Project" for 4 consecutive years, those valuable image database was donated to the government authorities for the further research and protection of these culture treasures, which would be the best way for Canon showing social value.

益行为虽然可能会产生一定的社会效益，但是无法与经济目标兼容，也就缺乏了企业持续为之的动力源泉。将“商业运营策略与企业社会责任整合起来”应该是未来的发展趋势。

作为影像技术领域的创新者和引领者，佳能一直利用自己的影像技术优势推动绿色环保、公益教育、文化保护事业等方面。例如，佳能团队持续4年支持“非物质文化遗产保护项目”，从2008年支持杨丽萍老师领衔的藏族原生态舞剧“藏迷”开始，历时3年，利用先进的摄影、摄像技术系统、全面地记录了羌族、苗族、白族、傣族、彝族的20多个国家级非物质文化遗产项目和和文化形态，所收集到的珍贵影像资料已经捐赠给中国文化部非物质文化遗产保护中心用于少数民族文化的保护、研究和传承。这些精品影像资料每年都会佳能在各地的展厅进行展出，以提高公众的非遗保护意识。这一系列的公益项目，即经过精心研究和挑选，也与佳能的商业战略存在着正向联系。

中国有句古语“知行合一”。有了上述的认知，我们亦会在实践中努力实现社会目标和经济目标的合一，以此达成企业公益行为的社会价值最大化和可持续发展。

As an old saying goes, "Knowledge and action should be combined in harmony." In our practice, we will integrate social goals and economic objectives harmoniously to maximize the social value and achieve sustainable development.

鲁杰  
Lu Jie

佳能（中国）有限公司企业品牌沟通部 副总经理  
Assistant Director of Corporate Communications Division,  
Canon (China)



## 影像说新闻

News in Image

## Newsletter

Corporate Social Responsibility  
佳能（中国）企业社会责任专刊

## 佳能利用影像的 独特魅力,传递感动, 贡献公益

By using image technology,  
Canon contributes  
delightfulness to the society



2011-2012 年度佳能（中国）企业社会责任报告封面

2012年9月,佳能(中国)发布了2011-2012年度佳能(中国)企业社会责任报告,这是佳能(中国)自2009年以来第三次发布企业社会责任报告,报告重点阐述了佳能(中国)在过去一年内在企业社会责任管理、社会责任、市场责任、环境责任方面开展的工作和取得的成效,以及佳能(中国)运用独有的影像优势在推动公益方面做出的成绩。

In September, 2012, Canon (China) released the *Canon CSR Annual Report 2011-2012*, the third annual report in Chinese. The report elaborates on Canon (China)'s efforts and achievements in corporate social responsibility, including: Responsibility management, Social responsibility, Market responsibility, Environmental responsibility and "CSR through image technology" which is the unique philosophy and symbol of Canon (China).



佳能(中国)有限公司华西区总经理田村直树向云南省文化厅捐赠白、傣、彝族非遗文化影像数据库

2012年6月9日,正值中国第7个“非物质文化遗产日”之际,佳能(中国)有限公司在云南省文化厅举办的2012年云南省文化遗产日活动暨云南省第三次全国文物普查成果展启动仪式上,向云南省文化厅捐赠了佳能(中国)拍摄、整理的白族、傣族、彝族非物质文化遗产影像数据库。

On June 9, 2012, on the seventh annual "Intangible Cultural Heritage Day" in China, Canon (China) donated the intangible cultural heritage image database of the Bai, Dai and Yi minorities to the Cultural Department of Yunnan Province at the kick-off ceremony of the 2012 Yunnan Province Cultural Heritage Day & 3rd National Archaeological Survey Results.



彝族烟盒舞

2012年4-7月,佳能(中国)在上海佳能展厅进行了白傣彝族文化影像资料的精品展,将佳能非物质文化遗产项目组采集到的最震撼

人心的照片和感人视频,利用佳能影像的独特魅力,将更多影像文化的感动展示给公众,也将唤起公众对濒危文化的保护意识。

From April to July 2012, Canon (China) exhibited images of the Bai, Dai and Yi minorities' heritage and culture at the Canon's showroom in Shanghai. The exhibition

showcased to the public the most thrilling photos and touching videos of the 3 ethnic groups, which brought public awareness to the conversation of endangered cultures.





## 封面故事

Cover Story

# Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

## 一段非同寻常 的非遗保护之旅

A unique journey of  
intangible cultural  
heritage protection

### 数字说佳能 (Numbers tells story)

佳能非遗保护项目组

历时 3 年

穿越 3 万多公里

探访 3 个省

深入 60 多个县市自治州

走访 20 多位传承人

看望 500 多位民族文化持有人

研究 5 个少数民族

保护 15 个国家级非遗项目

拍摄 7 万幅照片

拍摄 1000 多小时视频

累计数据量高达 6TB

Canon Intangible Cultural Heritage Protection

Project team members:

In 3 years

Travelled over 30,000 kilometers

In 3 provinces

Visited more than 60 cities and towns

Interviewed 20 culture successors

And 500 culture learners

Recorded images for 15 national-level

intangible culture items of

5 ethnic minority groups;

Took 70,000 photos and

1,000-hour long video.

In June and September 2012, Canon(China) donated the complete set of image database to the Yunnan Provincial Department of Culture and China's Intangible Cultural Heritage Protection Center, including 24,900 Photos and 428-hour long video of the Bai, Dai and Yi ethnic groups, which were filmed and collected by Canon in 2011.

The traditions and heritage of these minorities have been passed down orally. Due to the rapid urbanization, rural construction and economic growth, many minorities are losing their culture in modern day China. Before these traditions being lost forever, Canon decided to use its cutting-edge image technology to capture and protect them.



2012年6月和9月，佳能（中国）有限公司分别向云南省文化厅和中国非物质文化遗产保护中心捐赠了佳能（中国）拍摄、整理的白族、傣族、彝族包含了24,900张照片和428小时录像资料的影像数据库。中国非物质文化遗产保护中心的专家和云南省文化厅副厅长熊正益对佳能（中国）的非遗保护项目给予了高度评价：佳能（中国）能够利用自身的尖端影像技术优势保护非遗文化，功在当代、利在千秋。

说到非物质文化遗产，作为一种文化资产，它们的产生往往与群众生活息息相关，以口口相传的形式世代相承。而由于快速的城镇化、新农村建设和经济增长带来的侵蚀作用，许多珍贵的非物质文化遗产正经历着前所未有的“围攻”，特别是不少传承人年龄已高，后继乏人。为了让源远流长的文化技艺不再命悬于口口相传，佳能决定用自己尖端的影像技术抢救、保护、传承以及弘扬非物质文化遗产，保护文化的多样性。

自2009年起，佳能（中国）启动了“非物质文化遗产保护项目”，邀请了非遗专家进行项目评估、筛选和专业性指导，同时组建了一个由20多名成员组成的小组，历时3年累计穿行3万公里，承担起了抢救、保护和传承非遗的责任。

佳能第一个项目内容是保护在2008年大地震中

遭受毁灭性打击的羌族。大地震导致大量通晓羌族历史文化的羌人去世，造成了难以计数的羌族文化遗产损失。

佳能（中国）设立了“羌族非物质文化遗产数字化保护”项目，邀请来自全国的18位项目成员开始了项目调研，并横跨6省14个县市65个羌寨和村落，访问了130多位羌族文化持有人和6位羌族非物质文化遗产传承人，通过文字、图片、影像、声音及3D动态捕捉等数字化技术手段，对羌笛、羌绣、羊皮鼓舞、瓦尔俄足节等国家级非物质文化遗产进行了抢救性采集、整理，形成了《羌族非遗3D动作数据库》、《羌族非遗动态影像数据库》、《羌族非遗静态影像数据库》三大数据库，并将其捐献给非物质文化遗产研究和保护机构，用于羌族文明的研究和传承保护。

羌族保护仅仅是一个开始，之后的三年时间里，项目组成员穿行于深谷险路，亲临深山腹地，接近每一个遥远、古老的民族，通过佳能影像的强大能量，捕捉他们日渐模糊的身影，为羌、苗、白、傣、彝5个民族的15个国家级非物质文化遗产项目留下了珍贵的影像资料。

佳能在华经营的15年时间里，始终秉承“共生”的理念，通过影像技术的优势，希望将中国丰富灿烂的多元民族文化更好地保留和传承下去。

In 2009, Canon (China) started the “Intangible Cultural Heritage Protection Program” by gathering respective experts as an advisor group and formed a team of 20 professional photographers. During the 3 years, they kept working for the protection of the culture treasures.

The first project was to protect the culture of the Qiang ethnic group which was severely devastated in the earthquake in 2008. Canon (China) kicked off a project called the “Digital Preservation of Intangible Cultural Heritage of Qiang” and formed a team to conduct the image recording. They researched and visited more than 130 Qiang people living in 65 Qiang stockade

villages. The team used image technology to capture their traditions and culture including Qiang flutes, Qiang embroideries, Sheepskin-drum dance and Wa'er'e'zu festival. In 2010, these images was donated to intangible cultural heritage research and protection agencies for study and preservation.

The protection of Qiang is just a beginning. In the following three years, team members kept up their efforts in using Canon's powerful image technology to capture the culture and heritage of the minorities.

Canon has always been practicing the philosophy of “Kyosei” in China, making every effort in attempting innovative CSR to maximize the value and contributes to the society.



## 影像特写

Story Behind the Image

## Newsletter

Corporate Social Responsibility  
佳能（中国）企业社会责任专刊

## 记录傣族 五彩斑斓的柔美

### Recording the beauty of the "Colorful Dai"

顺自然之灵气，仿动物之灵性，孔雀舞是我国傣族民间最负盛名的传统表演性舞蹈。优美灵动、灵首微露的孔雀，凝结着傣族人的文化情结，是傣族人的膜拜对象。

早在2006年，经国务院批准，傣族孔雀舞便被列入了第一批国家级非物质文化遗产名录。而近年来，由于孔雀舞传人日益减少，这优美的舞姿正面临失传的危险。为了保护这项宝贵的文化遗产，

The Peacock Dance, one of the most famous traditional performing arts of the Dai People, channels the spirit of nature and imitates the characteristics of the graceful animal.

The Peacock Dance has been put on the first list of intangible cultural heritages early in 2006 which was approved by the State Council. However recently, the graceful dance is endangered of being lost forever as fewer people from the new generation are learning the dance. In order to protect this beautiful dance, Canon recorded it by using its imaging technology.

One of the dancers Canon recorded was a 63-year-old man named Yue Xiang. He has been performing the dance for over 50 years and conducts a dancing class to teach it. Some local people even call him "the king of peacock." Canon recorded Yue Xiang's Peacock Dance lesson and made a video DVD for students to study the dance on their own.

During shooting of the video, the Canon team lived and ate under the same roof with many of the dancers and students and forged a profound friendship with them. The Canon team hopes these images could have future generations to appreciate and see the beautiful Peacock Dance of the Dai people.

佳能系统全面地记录了优美灵动的孔雀舞。

佳能非遗保护项目组先后拜访了多位国家级非遗项目代表性传承人，其中有一位63岁的长者，他叫约相，表演孔雀舞已经40多年了。一次偶然的机会，约相在原始雨林中看到了野生孔雀婀娜多姿、机警轻盈的俏丽形态，不禁萌发了学习和创作孔雀舞的念头。凭着令人惊叹的毅力与对艺术的执着追求，约相到密林中或山溪边观察、研究野生孔雀的生活习性，记录孔雀啄食、走路、亮翅、开屏等动作，并将其编成一套全新的孔雀舞。看过他表演的人无不拍手称赞，当地群众称他为“孔雀王”。

每年假期，总会有许多孩子来到约相老师的练功房，为了使孔雀舞后继有人，约相老师毫不保留地把自己研习大半生的孔雀舞传授给这些村里的

孩子和前来学习的学员。而佳能项目小组也将约相教学的内容完整地拍摄记录下来，录制成了便于携带的DVD，让学员们在离开之后仍然能够自学。

在拍摄期间，佳能项目组与几位传承人老师和他们的学生同食同宿，与他们结下了深厚的友谊。约相老师对项目组成员表示：“我觉得佳能来拍我们跳孔雀舞是很好的一件事，谢谢你们，我希望越来越多的人在看了你们的片子之后会来学习、了解孔雀舞，大人小孩儿我都愿意教，年纪大没关系，同样也可以跳出优美的孔雀舞。”

项目组在感叹和记录这美丽的天堂和动人舞步的同时，也希望通过影像的力量，把原生态孔雀舞的魅力展示给更多年轻人，希望孔雀舞这傣族之魂能传承万代。







## 佳能之道 绿色当道

Canon's Eco Strategy

## Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

### 节约用水 循环再生

Water recycling,  
the way of eco action

### 走近佳能珠海的水 循环系统

Approach Canon Zhuhai's  
water recycling system

Water is essential for human survival and the growing shortage of fresh water resources has made it even more valuable. From an early age, every child is taught to conserve water. Canon takes water conservation as an important part of its own corporate social responsibility.

Canon has a very clearly defined internal system and goals for water conservation. Canon's headquarter develops environmental policies and plans annually, and sets a resource conservation committee to set a target for water consumption. and supervise the use of water subsidiaries monthly.

In order to make full use of its water resource, Canon Zhuhai invested in water treatment facilities to purify and reuse industrial waste water. While the company needs 650 tons of water daily, it only consumes about 250 tons of fresh water. The remaining 400 tons come from its water circulation system.

The right side is an image depict of the water circulation system.

With professional supervision facilities, Canon Zhuhai has set a good example in terms of water conservation and waste reduction in the industry. Cyclic utilization of water not only saves the company's cost, but above all, conserves our precious water resource, and protects our environment. By adhering to these beliefs, Canon is able to make a positive impact on the environment and society.

水，是人类生存必不可少的资源，水资源的日益短缺使其更加珍贵。每一个孩子在刚懂事不久都会被教导要节约用水，而佳能则更是把节约用水当作自身社会责任的重要一部分。

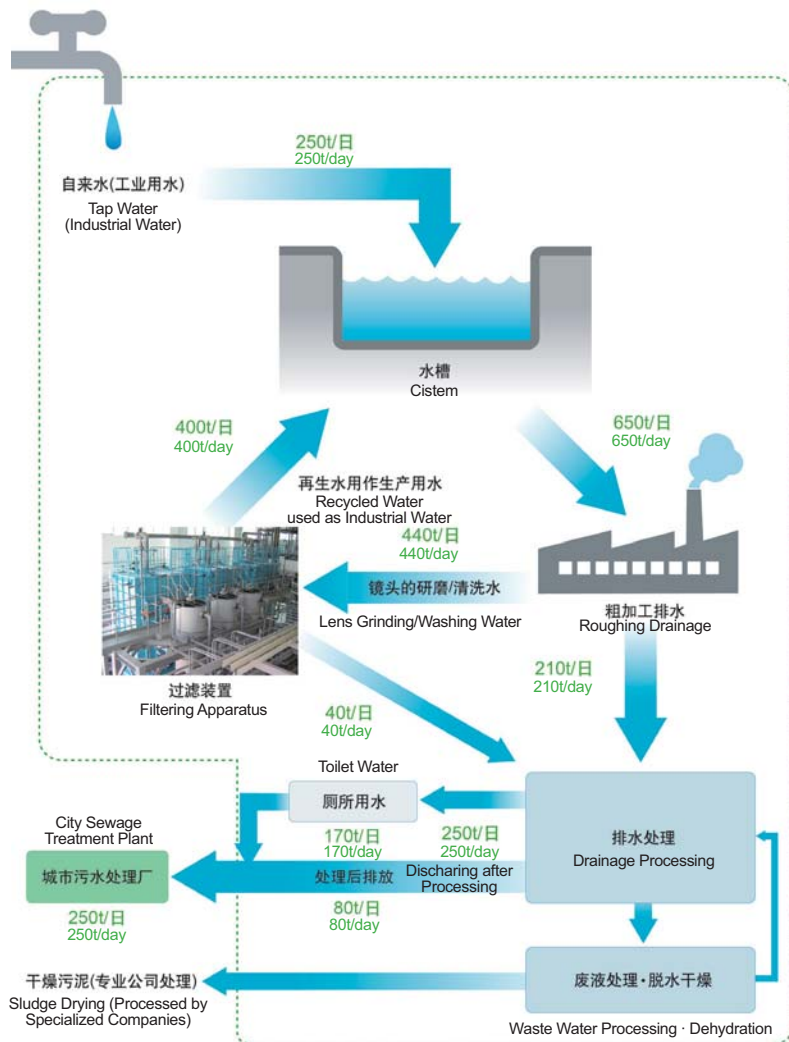
佳能在节约用水方面一直有着明确的内部制度和针对性措施。佳能集团总部每年会制定有关的环保方针和计划，由节省资源委员会对各项用水量设定目标，并监督管理下属公司每月用水情况。

为了实现对水资源的充分利用以达到节水减排的目的，佳能珠海有限公司专门投资建设了水处理设施，对工业废水进行净化再利用。这也就是我们常说的水循环系统。

佳能珠海有限公司每日大约会消耗 650 吨的生产用水，这些生产用水在使用过后就会进入一个粗加工排水装置，也就是水处理设施以及整个

水循环系统的主体部分。经过粗加工，有大约 1/3 的废水直接进行排水处理：一部分用作公司的生活用水（如冲厕用水等），一部分在进行再次处理后与生活用水一起作为城市污水合理排放。而另外 2/3 将进入水循环系统，可以继续用于研磨工程与洗净工程。而经过这两项工程的废水，通过另一个过滤装置的处理，大约有 400 吨的再生水能够循环成为下一日的生产用水。也就是说，珠海公司每日的需水量是 650 吨，而用水量却只有 250 吨，其余的 400 吨全部来自它的水循环系统。

专业的监管、专业的设施，佳能珠海公司应当说在节水减排方面给同类公司树立了优秀的典范。生产用水循环利用绝不仅仅是为了节约公司成本，更重要的是节约了珍贵的水资源，为保护环境贡献力量。佳能也将继续坚持这份专业的态度，更好地履行这份社会责任。





## 媒体视角

Media Perspectives

## Newsletter

Corporate Social Responsibility

佳能（中国）企业社会责任专刊

## 用影像技术探索 非遗保护的新途径

Utilizing imaging  
technology to explore new  
ways of intangible cultural  
heritage protection



“利用自身影像技术上的优势，佳能以“影像公益”的形式，积极参与中国非物质文化遗产保护工作，进一步探索中国非物质文化遗产的保护途径。在佳能的支持、赞助下，形成了一个以民间志愿者为主要成员，以记录非物质文化遗产为目标，并得到中国艺术研究院和中国非物质文化遗产保护中心等专业机构帮助的，关于中国少数民族非物质文化遗产的影像数字化保护网络。”

——来源：数字商业时代

齐鹏

《佳能影像公益“非遗”保护新探索》

“With its advantages in image technology, Canon participated in the protection of China's intangible cultural heritage with its “CSR through Image Technology” program. With Canon's support, a database of digitalized images of intangible cultural heritages was created.”

——Source: Business Times

By Qi Peng

New exploration of Canon's CSR through image technology  
“Intangible Heritage” Protection



“佳能（中国）有限公司作为拥有世界知名影像品牌产品的公司，具有履行社会责任的远见卓识。其利用自身的技术优势与特长，从去年开始积极参与非物质文化遗产抢救与保护工作，并取得了良好的社会效应。”

——来源：新浪公益

《佳能关注苗族民间文化传承 影像公益  
再度聚焦非遗保护》

“佳能利用影像对非物质文化遗产的保护和传承贡献自己的力量，同时对公众进行教育和宣传，提高了公众对非遗保护的意识。更重要的是，佳能（中国）运用自身的优势资源及技术，开创了非物质文化遗产保护的新方式。非物质文化遗产的保护，不仅需要认识上的提高，更需要新方式、方法的探索。科技的进步，为文化的保护和传承带来了便利和新的契机。与此同时，借助 CSR 之力，无形中提高了品牌在用户群中的好感度。”

——来源：商业价值

张思彤彤

《佳能：影像公益的力量》

“Canon (China), a world-famous imaging company, has the foresight and wisdom to protect the intangible cultural heritages of minorities. By using its technical advantages and strengths, the company protects and rescues these minorities' traditions.”

——Source: sina.com.cn

Canon focuses on the Miao's folk cultural inheritance through its unique CSR

“Canon has made contributions to the preservation of intangible cultural heritage with the use of its image technology. The company has also raised public awareness of this cause through education and publicity. Moreover, Canon (China) created new methods to protect and preserve intangible cultural heritage by utilizing its own advantages and technological resources. It has not only increased the knowledge about intangible cultural heritages, but also found new ways to protect them. Technological advances will bring convenience and new chances to the protection of cultural heritage. At the same time, with the help of CSR, this program will help enhance consumers' positive opinion of the Canon brand.”

——Source: Business Value

By Zhang Si, Sun Tong

Canon: Power of CSR through image technology





## 第三方声音

Voice of the Public

**Newsletter**  
Corporate Social Responsibility  
佳能（中国）企业社会责任专刊

## 用影像保护非遗： 功在当代，利在千秋

Protecting intangible cultural heritage with image technology: a significant benefit on the contemporary era and future generations



愿诉诸数字化技术的文化影像记录，将苗族非物质文化遗产的魅力展现给世界，唤起天下的感动。缘于物化视觉影像的这种感动，会增进人们的文化认识和文化认同。我们鼓掌，为佳能（中国）所践行的“影像公益”！

——吕品田  
中国非物质文化遗产保护中心副主任  
中国艺术研究院研究员  
国家非物质文化遗产保护工作专家委员会委员

"We wish to present the intangible cultural heritage of the Miao to the rest of world through digital image technology. These visual images will enhance people's awareness and understanding of the culture. We applaud Canon (China) for its practice of "CSR through Image Technology!"

——Lv Pintian  
Deputy Director of China Intangible Cultural Heritage Protection Center  
Researcher of Chinese National Academy of Arts  
Member of Committee of Experts of National Intangible Cultural Heritage

中国少数民族文化遗产保护工作，责任重大，任务艰巨，使命光荣，期待全社会的关心与支持。佳能（中国）以其技术优势和巨大热忱，持续开展以保护中国少数民族非物质文化遗产为宗旨的“影像公益”活动，已经取得愈加显著的成绩，赢得更为广泛的社会影响，展现出国际著名企业令人尊敬的追求和博大的人文情怀。我们支持，我们合作！为我们共有的文化遗产，为当代中国的社会公益。恭祝佳能“影像公益”，影响九州，功盖八方。

——雍继荣  
民族文化宫博物馆馆长研究员  
中国博物馆协会民族博物馆专业委员会副主任兼秘书长

"The protection of cultural heritages of Chinese minorities is a great responsibility and arduous task, but also a glorious mission. Canon (China) has carried out ongoing "CSR through Image Technology" activities for the purpose of protecting intangible cultural heritages of Chinese minorities using its technical advantages. The company has made significant achievements and a large social impact. Let's work together to preserve our cultural heritage. We hope Canon's "CSR through Image Technology" will impact the world and bring positive changes and benefits to society."

——Yong Jirong  
Curator of Museum of the National Cultural Palace  
Deputy Director and Secretary-general of Committee of Museum of Ethnography of China Society of Museums

非物质文化遗产是主要以口传身授方式传承的传统文化，一旦传承行为断裂，其文化连“遗产”都不是了。即使它所依附的物质载体依然存在，也失去了生命力。无论是天灾人祸，还是更新换代，一个老人的去世，或者一个“发展”项目的上马，往往就是一座博物馆的消失。这是非物质文化遗产保护中经常面临的问题。为了不要让那些曾经感动过多少代人的东西成为千古绝响，佳能的“非物质文化遗产数字化保护项目”应用全数字技术，通过影、音、图、文等手段抢救性地全面挖掘、整理、采集濒危非物质文化遗产，形成可在较大程度上还原的数据库，这是一个功德。它的意义，将在未来呈现。”

——邓启耀  
中山大学人类学系教授、博士生导师

"Intangible cultures are intangible because they are mainly passed down orally. Once the oral tradition ends, the heritage and culture of these minorities will no longer exist. A natural or man-made disaster, the change of time, the death of an old man, or a newly-built project, could easily cause the disappearance of a culture. These are problems historians and anthropologists face when trying to protect intangible cultural heritages. To capture the lives and traditions that have touched many generations is a big merit. Canon's "Intangible Cultural Heritage Digital Protection Program" applied all-digital technology to fully capture, collect and preserve the endangered intangible cultural heritage with videos, photos, texts and more. These images are included in an enormous database and its significance for future generations is immense.

——Deng Qirao  
Professor of anthropology and Doctoral Supervisor of Sun Yat-Sen University



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