

NEW FIRMWARE UPGRADE FOR CANON EOS 7D DIGITAL SLR CAMERA DELIVERS IMPROVED PERFORMANCE, ADDS LATEST FUNCTIONS

MISSISSAUGA, ON, June 28, 2012 — Canon Canada Inc. announced today a new firmware*¹ upgrade for the EOS 7D digital SLR camera (released in October 2009) that greatly improves the camera's performance. The upgrade, Version 2.0.0, which will be made available in early August, not only increases the maximum number of images that can be captured during continuous shooting, but also enables the EOS 7D to be used with the optional GPS Receiver GP-E2, and adds a range of new functions such as a maximum sensitivity setting function when shooting using ISO Auto.

During continuous shooting, the new firmware allows the capture of approximately 25 RAW images*² in a single burst, improving on the previous limit of approximately 15 images.*³ For RAW+JPEG (large/fine) files, the firmware makes possible the continuous shooting of approximately 17 images,*² an improvement over the previous approximately 6 images.*³ This improved performance enables users to take full advantage of the EOS 7D's high-speed continuous shooting of up to 8 frames per second, a feature that is particularly useful when capturing moving subjects.

The new Version 2.0.0 firmware supports the optional GPS Receiver GP-E2, enabling the recording of location information, such as latitude, longitude and elevation of where a photo is captured.*⁴ The firmware also adds a Time Zone Setting function to the camera, which calculates the time difference relative to the UTC (Coordinated Universal Time) after users select their current location. By using this function together with the GPS Receiver GP-E2, the camera allows the recording of not only the location where a photo was captured, but also the local time when it was shot.

The firmware upgrade adds a wide range of new features to the Canon EOS 7D, including the latest functions employed by the EOS 5D Mark III (released in March 2012). One such function enables users to freely select the maximum sensitivity settings during ISO Auto shooting. For example, when shooting a sunset or in similar conditions where colour and lighting can change quickly, this function allows users to lower the maximum ISO setting to ensure image quality. Likewise, by increasing the maximum ISO setting, users can ensure that subjects are blur-free when shooting dimly lit indoor events or under similar low-light conditions.

The firmware also adds a function allowing RAW image data to be processed in-camera and saved as JPEG files, enabling users to enjoy editing and directly printing photos without using a PC. In addition, a rating function lets users assign a rating of up to five stars to images to streamline the image-management process while a JPEG resizing function allows the size of an image to be changed based on usage requirements.

The new Version 2.0.0 firmware upgrade for the Canon EOS 7D will be made available for download free of charge from Canon marketing websites for each country or region*⁵ in early August 2012.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Canon Inc. has been among the top four US patent recipients since 1994.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital cameras and lenses; medical imaging equipment, semiconductor, broadcast and other specialized industrial products. Canon Canada is dedicated to its *Kyosei* philosophy of social and environmental responsibility.

For more information, visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

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*1 Firmware is a software used for controlling camera body functions

*2 Using Canon test standard UDMA 128GB card, with Standard Picture Style setting at ISO100

*3 Using Canon test standard UDMA 4GB card, with Standard Picture Style setting at ISO100

*4 Restrictions apply to some functions. A cable is required to connect the GPS Receiver GP-E2 and the EOS 7D

*5 Canon marketing websites for each country or region can be accessed via the Canon global website: canon.com