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NEWS

CANON CANADA ANNOUNCES DEVELOPMENT OF FOUR EF CINEMA ZOOM LENSES

A Wide-Angle Cinema Zoom and a Telephoto Cinema Zoom, Available in EF- and PL-Mount Versions, Will Further Expand Canon's Cinema EOS System of Professional Digital Cinematography Products

MISSISSAUGA, ON, April 12, 2012 – Building upon the historic November 2011 introduction of the Cinema EOS System of professional digital cinematography products, Canon Canada Inc., a leading in digital imaging solutions, today announced the development of four EF Cinema zoom lenses. Designed to deliver exceptional optical performance on 4K resolution Super 35mm-equivalent cameras, each of the four lenses features a compact, lightweight design to facilitate handheld and Steadicam™ shooting while also covering a wide range of focal lengths. Included are two wide-angle cinema zooms – the CN-E15.5-47mm T2.8 L S* (for EF mounts) and the CN-E15.5-47mm T2.8 L SP* (for PL mounts) – and two telephoto cinema zooms – the CN-E30-105mm T2.8 L S* (for EF mounts) and CN-E30-105mm T2.8 L SP* (for PL mounts).

“Canon’s introduction of EF- and PL-mount versions of the EOS C300 digital cinema camera was well received by the film and television production communities,” noted Ian Macfarlane, Senior Vice-President of Sales and Service Operations, Canon Canada, a wholly owned subsidiary of Canon USA. “The development of these EF- and PL-mount cinema zooms will help add to the rich diversity of creative imaging choices available to the many film and television professionals who have embraced the new Cinema EOS System.”

A leading maker of precision lenses for professional digital photography, broadcast HDTV sports and news coverage, and many other markets, Canon has leveraged its years of expertise as a world leader in optics and imaging to develop its latest EF Cinema lenses. These wide-angle and telephoto cinema zooms will be compatible with industry-standard Super 35 mm-equivalent cameras and are engineered to deliver exceptional optical performance to support 4K resolution digital filmmaking. The four lenses will perfectly complement the compact body design of Canon EOS digital cinematography cameras with their own compact, lightweight design featuring a form factor well-suited for hand-held use, or for mounting on Steadicam or other lightweight, highly mobile camera-support devices used for cinema verité, “run-and-gun” shooting, or other rapid-action filmmaking.

The developments of these EF Cinema lenses are essential to Canon’s Cinema EOS System of professional digital cinematography products, which include digital cinema cameras, a digital SLR camera, and a wide variety of advanced lenses. Canon will continue to enhance its Cinema EOS System product lineup to support diverse image creation in motion picture, television, and other high-resolution digital production industries. All of these products are designed to contribute to the continued advancement of tools for visual expression and express Canon’s commitment to cinematic culture. Canon will be displaying prototypes of the cinema zoom lenses at NAB Show 2012, one of the world’s largest events for the video, broadcasting equipment and digital media industries, from April 16 to 19 in Las Vegas.

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.

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† Based on weekly patent counts issued by United States Patent and Trademark Office.

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