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CANON CANADA INTRODUCES THE HJ17ex6.2B PORTABLE HD LENS WITH IMPROVED WIDE-ANGLE AND CLOSE-UP IMAGING CAPABILITIES

Superb Optical Performance and Innovative Design in 2/3-Inch Premium HD Lens Enhances Versatility for Shooting in Diverse News and Documentary Situations

MISSISSAUGA, ON, April 12, 2012 – Responding to the demand for a portable HD lens that combines the improved wide-angle performance and telephoto range sought by TV news and documentary shooters, Canon Canada Inc., a leader in digital imaging solutions, has introduced the innovative HJ17ex6.2B lens to its HDxs Series product line. Offering superb optical quality with exceptional versatility, the new HJ17ex6.2B portable HD lens delivers a broad focal length range from 6.2mm to 106mm (212mm with built-in 2X extender) and a Minimum Object Distance (M.O.D.) of 0.4m (shortened by approximately 30 percent compared to previous models) for close shooting in news situations.

“Now that HD has become an almost universal standard for broadcast TV production, there is an increasing need for portable HD lenses that enable more efficient operation while also delivering high picture quality,” noted Ian Macfarlane, Senior Vice-President of Sales and Service Operations, Canon Canada, a wholly owned subsidiary of Canon USA. “On-location news coverage can frequently involve rapid changes in subject distance and associated focal length. The new HJ17ex6.2B is capable of adapting flexibly to all manner of filming situations, whether in close proximity to a subject or in shooting close-ups of a subject from far away. The product of Canon’s decades of expertise as a leader in optics, the HJ17ex6.2B is a fully equipped 2/3-inch premium HD lens that embodies the uncompromising high-dimensional quality that has made Canon portable lenses the choice for TV news and HD documentary productions around the world.”

User Benefits

Weighing in at less than 2 kilograms (4.5 lbs), the HJ17ex6.2B provides videographers with a wide range of expressive possibilities that can help to minimize production costs by reducing the need for multiple lenses. At a 6.2mm focal length, the lens provides an impressive 75.5 degree horizontal viewing angle. Combined with the short 0.4 meter M.O.D. (reduced to 10mm with Macro), the extra-wide angle of the HJ17ex6.2B enables it to be used for vivid shooting even when ultra-close to the subject, such as in small rooms where adequate distance from the subject cannot be attained. The 17X magnification and built-in 2X extender of the HJ17ex6.2B, meanwhile, provide superb telephoto performance, which is so often needed in news and documentary applications. Although capable of focal lengths ranging from wide-end to tele-end, and subject distances ranging from infinite to extreme close-up, the HJ17ex6.2B minimizes optical aberration across the entire screen and exhibits superb optical performance throughout the field.

As with all of the lenses in Canon’s HDxs Series product line, the HJ17EX6.2B makes optimum use of original Canon optical elements, Hi-UD (Hi Index Ultra Low Dispersion) glass, large-diameter high-precision aspherical lenses, and other components maximized by Canon’s original “Power Optical System” design technology. Canon HDxs Series lenses also suppress ghosting and flaring as a result of ray-simulation technology employed in the design process, in conjunction with original Canon spectral

coatings. This combination of advanced Canon optical technologies also minimizes curvature of field, chromatic aberration, chromatic aberration of magnification, and axial chromatic aberration throughout the entire field regardless of focal length or subject distance, stably enabling peak optical performance.

The new HJ17ex6.2B also features Canon Enhanced Digital eDrive technology, which utilizes Canon ultra-high-precision, microprocessor-driven digital servos with 16-bit optical encoders. Canon eDrive technology enables users to easily program focus, iris, and zoom position and speed settings for precise, automated repeatability via an easy-to-use LCD menu, assignable "soft" function buttons, and a rocker switch built into the lens grip. Users can program multiple settings or none at all, depending on their personal preference.

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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