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NEW FIRMWARE ENHANCES CANON XF-SERIES CAMCORDERS, SUPPORTING POPULAR BROADCAST RECORDING FORMAT

New Firmware Enables 1440 x 1080 35mbps Recording at 60i or 50i for Canon's XF305, XF300, XF105, and XF100 Professional Camcorders

MISSISSAUGA, ON, April 12, 2012 – Canon Canada Inc., a leader in digital imaging solutions, today announced a new firmware update for all four models of the Company's XF-series professional camcorders, enabling a new 35mbps recording mode. The new firmware enables a highly utilized recording mode, popular with many major news broadcast corporations, capturing 1440 x 1080 HD video at 35mbps at 60i or 50i. This format is designed to help the camcorders seamlessly align with standard workflows used by many major news broadcast organizations. Once the firmware is installed, the recording mode will be accessed through the regular mode selection menu on the camcorder and the frame rate will be automatically selected, dependent on the camcorder's PAL or NTSC setting. All previously supported XF-series video resolutions and frame rates will remain available in addition to the newly supported recording format.

"We are happy to continually enhance the capabilities of our products and technologies to meet the needs of professionals in the marketplace. This new firmware will enhance our ability to satisfy the diverse technical needs of broadcast news organizations," said Ian Macfarlane, Senior Vice-President of Sales and Service Operations, Canon Canada, a wholly owned subsidiary of Canon USA.

The firmware is expected to be available for download at the end of May 2012 for all XF-series camcorders and will be available on the individual product pages through the Canon website.

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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For more information, please contact:

Wayne Doyle
Senior Manager, Corporate Communications
Canon Canada Inc.
(905) 565-4598
wdoyle@canada.canon.com

Riddhi Gandhi
Account Manager
Edelman Canada
(416) 849-8918
riddhi.gandhi@edelman.com

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Availability, prices, and specifications of all products are subject to change without notice. Actual prices are set by individual dealers
and may vary.*