

FOUR CANON PRODUCTS HONOURED WITH PRESTIGIOUS EUROPEAN IMAGING AND SOUND ASSOCIATION AWARDS

MISSISSAUGA, ON, August 15, 2012—Four Canon products have been recognized with esteemed European Imaging and Sound Association (EISA) product awards, marking Canon’s highest number of EISA awards received in a single year. The winning products are the Canon EOS 5D Mark III digital single-lens reflex (SLR) camera, named European Advanced SLR Camera 2012-2013; the PowerShot G1 X compact digital camera, honoured with the European Compact Camera 2012-2013 award; the LEGRIA HF M52 (VIXIA HF M52 in the Americas and iVIX HF M52 in Japan) video camcorder, crowned European Camcorder 2012-2013; and the PIXMA PRO-1 (PIXUS PRO-1 in Japan) professional inkjet printer, recognized with the European Photo Printer 2012-2013 award.

Canon EOS 5D Mark III: European Advanced SLR Camera 2012-2013

Described as an “extremely versatile still camera,” the EOS 5D Mark III was lauded for being an “easy-to-use, professional quality, DSLR movie camera” that boasts “substantial improvements in real-life photography as well as in performance” compared to its predecessor, the 5D Mark II. In addition to a 22.0-million-pixel CMOS sensor that, according to EISA jury members, “yields great results under normal and low-light conditions,” the EOS 5D Mark III was noted for its six frames-per-second continuous shooting speed and body design featuring “significantly improved resistance.”

Canon PowerShot G1 X: European Compact Camera 2012-2013

According to the EISA jury, the PowerShot G1 X’s image quality is “at a level that can compete with many DSLRs,” a feat that is “quite amazing for a camera with such a compact body.” In addition to featuring a sensor size that helps “keep noise well under control” even at high ISO settings, the G1 X’s powerful DIGIC 5 image processor “plays a major role in reducing image noise” and processing the camera’s 14.3-million-pixel, 14-bit images “at top speed.” Based on tests by EISA, the camera’s 4x zoom “offers good image quality for such a compact design” while its built-in image stabilizer, which uses the same hybrid IS technology as some professional Canon lenses, is “very efficient.”

Canon EOS LEGRIA HF M52: European Camcorder 2012-2013

According to EISA, the compact HF M52 camcorder gives users the opportunity to shoot “high-quality video with ultra-fast focusing and effective picture stabilization.” The 32GB built-in memory provides up to three hours of shooting “at the highest picture quality,” while external SD flash memory, including SDXC, means users should “never run out of space.” In addition to its built-in Wi-Fi connectivity, which “makes it easy to share footage,” the jury noted that what stood out most for the HF M52 was its “superb picture quality, courtesy of Canon’s HD CMOS Pro sensor.”

Canon PIXMA PRO-1: European Photo Printer 2012-2013

Featuring 12 high-capacity pigment ink cartridges, the PIXMA PRO-1 is, “the perfect choice for making long-lasting prints of outstanding quality,” according to the EISA jury panel. The printer, aimed at serious amateurs and professional photographers, realizes not only “excellent and consistent” colour rendering, but also, thanks to five dedicated monochrome inks, “black-and-white prints [that] are highly detailed and really stand out.” The EISA jury described the PRO-1 as “full of modern technology,” delivering “excellent quality with relatively low running costs.”

Comprising of 50 special interest magazines from across Europe that focus on categories such as photography, video and audio, EISA presents awards to those products that were released in Europe within the past 12 months and deemed representative of their product category. Launched in 1982, this year marks the EISA awards' 31st year. In total, Canon has been honoured with 56 EISA awards over a 27-year period, including 24 consecutive years in which the company received accolades.

In addition to the EISA awards, the EOS 5D Mark III and PowerShot G1 X were named "Best Video DSLR in 2012" and "Best Expert Compact Camera in 2012," respectively, by the Technical Image Press Association (TIPA) in April of this year.*

* The Technical Image Press Association, comprising photography and imaging magazines across Europe, awards products based on an annual vote.

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