

Canon

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NEWS

CANON CELEBRATES PRODUCTION OF 80 MILLION EF LENSES

MISSISSAUGA, ON, August 21, 2012—Canon Canada Inc., a leader in digital imaging solutions, announced today the achievement of a new EF lens-manufacturing milestone with the production of Canon's 80-millionth lens on August 3, 2012: an EF-S 18-135mm f/3.5-5.6 IS STM.

Production of interchangeable EF lenses, for Canon EOS-series AF (autofocus) single-lens reflex cameras, began in 1987 at Canon Inc.'s Utsunomiya Plant, and has since expanded to a total of four production facilities including Canon Inc., Taiwan; Canon Opto (Malaysia) Sdn. Bhd.; and Oita Canon Inc. in Japan. Production of EF lenses surpassed the 10-million mark in 1995, doubling to 20-million units in 2001. After reaching the 30-million-unit milestone in 2006, Canon celebrated the production of its 40-millionth lens in 2008. Owing to the rapid spread of the EOS Digital series of digital SLR cameras, production for Canon's EF lenses gained momentum in reaching the 50-million-unit milestone in 2009, followed by the 60-million mark in January 2011, and the 70-million mark in October the same year. Just over nine months later, the EF series reached the 80-million mark, which added grace to the 25th anniversary of the launch of Canon's EOS system.

Canon's EF lens series was first introduced together with the EOS SLR camera system in March 1987. Over the years, it has led the industry through the incorporation of a number of innovative technologies, including such world's firsts¹ as the Ultrasonic Motor (USM) for use in lenses, Image Stabilizer (IS), a multi-layered diffractive optical (DO) element, and Subwavelength Structure Coating (SWC) anti-reflection technology. Since last year, the EF series newly added the EF Cinema Lens series for digital cinematography and the EF-M series for mirrorless camera. As a result, Canon's current EF lens lineup comprises of 76 models².

Canon will continue to refine its diverse imaging technologies based on its core optical technologies, striving to produce exceptional and reliable lenses and cameras that cater to the varying needs of photographers—from first-time users to advanced amateurs and professionals—while contributing to expanding the culture of photographic and video imaging.

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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*1 Among interchangeable lenses for SLR cameras

*2 Including two EF lens extenders and models available outside of Japan