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NEWS

NEW POWERSHOT CAMERAS ‘ZOOM PHOTOGRAPHERS IN’ CLOSE TO THE ACTION AND OFFER FAST AUTO FOCUS SPEEDS TO HELP CAPTURE THE MOMENT IN STUNNING QUALITY

MISSISSAUGA, ON, August 21, 2012 – Canon Canada Inc., a leader in digital imaging solutions, announced today two new additions to its PowerShot digital camera lineup designed for the on-the-go photographer looking for large extended zoom in compact easy-to-use cameras. For all those times when the action is just out of reach, Canon offers two new super-zoom solutions, the new PowerShot SX500 IS and PowerShot SX160 IS digital cameras, featuring an impressive 30x and 16x optical zoom, respectively. Both cameras are equipped with Canon’s latest advancements in AF technology, enhancing auto focus (AF) speeds over previous SX-series cameras to capture the excitement in brilliant clarity and quality. The extremely responsive high-speed AF lets you capture great shots as they happen, with significantly reduced lag time. With incredible zoom capabilities, fast responsive AF, stunning resolution, and easy-to-use features, both cameras are stylish and compact to take along for any occasion – helping you get a good shot from the back of a school theatre or the sidelines of a game.

Drawing from Canon’s optics expertise, these new models include long-reaching zoom and Canon’s Intelligent Image Stabilization (IS) technology. Image Stabilization analyzes the scene being shot and compensates for camera movement, like panning or walking, by producing steady images and video. In addition to the great optical features, these new cameras are also equipped with Canon’s Smart Auto mode – which will automatically apply optimum image settings for 32 different shooting scenarios. In this mode, the camera automatically identifies the ideal setting, making high-quality images easy for anyone to capture.

“In photography, there is no substitution for great optical zoom, and while our customers may not always be close to the action, these cameras are designed to help bring their photos and videos in close, with great image resolution and quality as if they were standing right there,” said Ian Macfarlane, Senior Vice-President of Sales and Service Operations, Canon Canada, a wholly owned subsidiary of Canon USA.

PowerShot SX500 IS

With an incredible 24mm wide angle lens with 30x optical zoom (up to 720mm), the PowerShot SX500 IS enables users to pull subjects in close and capture stunning, high-quality images with a 16.0 megapixel sensor and powerful DIGIC 4 processor. In addition to incredible zoom capabilities, the camera is also equipped with Canon’s Intelligent IS system for rock-steady images and HD video even at full-telephoto zoom. A 7.6-centimeter LCD screen makes operation easy and intuitive, while displaying the scene with brilliant clarity. In addition, the camera is equipped with a Zoom Framing Assist feature – a Canon technology that makes zooming-in and framing subjects quick and effortless. This feature is a tremendous benefit for those times when you lose sight of your subject after fully zooming in. By simply pressing the Zoom Framing Assist button located on the lower front left of the camera, the lens will quickly zoom out to help re-locate and frame your subject. A frame box appears on the LCD as a guide to place your subject in and releasing the button quickly brings the camera back to the initial “zoomed-in” range. The lens retraction and extension is faster using the Zoom Framing Assist button than the zoom ring and allows the photographer to keep the camera more stable for the shot. This is particularly helpful for those trying to zoom in and shoot pictures of animals or moving subjects.

PowerShot SX160 IS

With its compact design and powerful 16x optical zoom, the PowerShot SX160 IS is a versatile camera with a dynamic optical zoom range from 28mm wide up to 448mm, perfect for everyday use. This model also features a 16.0-megapixel sensor, DIGIC 4 processor and Canon's Intelligent IS system – providing ultimate functionality in a compact and easy-to-carry design. The camera is always ready to shoot video with its dedicated movie button to start and stop recording HD video instantly and uses the full range of optical zoom when recording, without sacrificing HD resolution. The camera's large 7.6-centimeter LCD provides a beautiful display when shooting and recording video or simply scrolling through menu options. Powered by AA batteries, the PowerShot SX160 IS is ideal for easy and convenient shooting on-the-go even when charging a battery may not be an option. The PowerShot SX160 IS digital camera will be available in red or black.

Both the new PowerShot SX500 IS and PowerShot SX160 IS digital cameras are expected to be available in September 2012 for an estimated retail price of \$349.99 and \$229.99, respectively.

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

* According to tests performed by Canon Inc. when compared to the PowerShot SX150 IS model, the PowerShot SX160 IS digital camera exhibits improvements in AF speed with a 22 percent reduction in AF time and a 46 percent reduction in shutter lag. When tested against PowerShot SX40 HS model, the PowerShot SX500 IS digital camera exhibits improvements in AF speed with a 32 percent reduction in AF time and a 33 percent reduction in shutter lag. Tests were conducted under identical conditions - Subject brightness: Lv 13, shooting mode: P mode/Single AF (center point). The percentage of improvement for AF and Shooting time lag (Shutter lag) is measured in seconds. Defined focal length for each model: SX500 IS and SX40 HS at 24mm wide and SX160 IS and SX150 IS at 28mm wide. AF time definition conforms to CIPA guidelines established in April 2012.