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NEWS

CANON CANADA INC. AIMS TO EXPAND THE CINEMA EOS SYSTEM WITH THE DEVELOPMENT OF NEW EF CINEMA PRIME LENSES

MISSISSAUGA, ON, August 29, 2012 – Further contributing to the evolution of the motion picture industry, Canon Canada Inc., a leader in digital imaging solutions, today announced the development of two new cinema prime lenses, the 14mm T3.1 cinema prime lens and 135mm T2.2 cinema prime lens, adding to the Cinema EOS lineup consisting of 11 EF Cinema Lenses.

Both the 14mm T3.1 and 135mm T2.2 cinema prime lenses will be engineered for exceptional optical performance for Canon's latest large-format single-sensor 4K and 2K digital cinematography cameras. As part of the Cinema EOS System, the lenses will be compatible with standard sensor sizes including Super 35mm, the standard format in the motion picture industry, as well as HD-compatible EOS Digital SLR cameras using 35mm full frame, APS-H and APS-C image sensors.

"In November of 2011, Canon pledged to offer high-end professional solutions to filmmakers, cinematographers, and television production professionals. Our pledge included a commitment to this industry and a promise of future product development and solutions to meet industry needs. Today's announcements prove that we intend to deliver on that pledge," said Ian Macfarlane, Senior Vice-President of Sales and Service Operations, Canon Canada, a wholly owned subsidiary of Canon USA.

The 14mm T3.1 and 135mm T2.2 EF cinema prime lenses are expected to be available in the first half of 2013, and will be showcased from September 6 – 11, 2012 at IBC2012 in Amsterdam.

For more information on Canon's lineup of EF Cinema Lenses and the full Cinema EOS System, please visit www.canon.ca/cinemaeos.

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.

For more information, visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

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