

PUT YOUR CREATIVITY INTO MOTION WITH THE NEW EOS M DIGITAL CAMERA

The Newest Camera in Canon's Lineup Delivers Exceptional EOS Full HD Video Quality with Continuous Autofocus and an Expansive Selection of Lenses

Mississauga, ON, July 23, 2012 – Combining the perfect blend of advanced video features and excellent still image quality in a convenient size, Canon Canada Inc., a leader in digital imaging solutions, today announced the EOS M Digital Camera. Canon has made significant advancements in the realm of professional-quality HD video capture, from advanced CMOS sensor technology to smooth, quiet continuous autofocus. Inspired by EOS technology, the EOS M Digital Camera leverages these core technologies and distills them down to provide outstanding video capture capabilities while retaining high-quality still image capture. When shooting still images, the EOS M camera's 18-megapixel APS-C-sized CMOS image sensor provides a shallow depth of field, incredible low-light image quality and a wide dynamic range to capture rich gradation and detail. This new addition to the EOS family offers a great solution to videographers and photographers of all levels, with two new lenses designed specifically for Canon's new camera format – the EF-M 18-55mm f/3.5-5.6 IS STM lens and the EF-M 22mm f/2 STM lens – and the ability to use the full line of Canon EF and EF-S lenses through the optional EF-EOS M EF Lens Adapter.

"The EOS M includes a unique feature set making it an ideal movie-making tool while offering incredible still image quality on its APS-C-sized CMOS sensor. The camera's size, image quality, advanced video capabilities and the versatility of Canon's full lineup of lenses make the EOS M another great option to help our customers record and capture their creative vision," said Ian Macfarlane, Senior Vice-President of Sales and Service Operations, Canon Canada, a wholly owned subsidiary of Canon USA.

Product Specifications and Features:

EOS Full HD Movie mode with Movie Servo AF for continuous focus tracking of moving subjects also includes:

- Manual exposure control
- Multiple resolution frame rates
- Built-in stereo microphone
- Manual audio level adjustment
- Video Snapshot mode with touch-screen editing
- 18.0-megapixel APS-C CMOS sensor
- ISO 100–6400 (expandable to 12800 in H mode) for video recording, ISO 100 – 12800 (expandable to 25600 in H mode) for still image shooting from bright to dim light and a high performance Powerful DIGIC 5 Image Processor for exceptional image quality video and photos
- Hybrid CMOS AF delivers fast autofocus speed for video and photos
- Touch Screen 3.0-inch Clear View LCD monitor II (approximately 1,040,000 dots) with smudge-resistant coating features multi-touch operation allowing photographers to use familiar gestures such as "pinch-to-zoom" and "swiping" to scroll between pictures and Touch AF for an easy and intuitive video capture experience

- Scene Intelligent Auto mode delivers expertly optimized photos and scene detection for amazing results even when shooting at night
- Advanced imaging features like Handheld Night Scene mode, HDR Backlight Control mode, and seven Creative Filters provide added versatility
- Multi-shot Noise Reduction helps preserve precious detail in photos at high ISO speeds
- Compatible with SD/SDHC/SDXC memory cards, including new Ultra High Speed (UHS-I) cards
- Compatible with all Canon Speedlite accessories including the new Speedlite 600EX and Speedlite Transmitter ST-E3-RT
- Compatible with Canon's GPS Receiver GP-E2

An Advanced Video Capture Device

The EOS M utilizes Canon's Hybrid CMOS AF system to deliver fast autofocus speed for both video and photos. The Hybrid CMOS AF system truly shines when shooting video with EOS Full HD Movie mode including Movie Servo AF for continuous autofocus and tracking of moving subjects. The Hybrid CMOS AF system is located on the CMOS sensor itself and combines phase-difference AF and contrast AF to achieve operational stability, speed and precision. The Movie Servo AF function on the EOS M is enabled by default which keeps images on the rear screen in constant focus, even before the shutter is pressed. This continual focus makes for sharp video capture in a snap or to help reduce shutter lag due to focusing when still images want to be shot. The camera employs three AF methods for video and photos, Face Detection & Tracking AF, Multi-Point AF for automatic selection and Single-Point AF, where users select one of 31 AF points. Through the camera's touch-panel operation, subject recognition and tracking is engaged at the touch of a finger, allowing users to track subjects accurately and focus on intended subjects with ease. In addition to subject tracking, the touch-panel LCD allows for simple, intuitive operation, menu navigation and touch features making it easy to shoot video and photos.

Thanks to Canon's new Stepping Motor (STM) technology, when using either of the newly announced M-series lenses – the EF-M 18-55mm f/3.5-5.6 IS STM lens or the EF-M 22mm f/2 STM lens – the AF system remains silent, helping ensure users only capture the sound of the scene being recorded. The EOS M also features manual audio level control to 64 levels and a built-in stereo microphone, which includes a wind filter and an attenuator function to reduce audio distortion in extra loud situations. The EOS M records MPEG-4 AVC H.264 video as an .MOV file in a range of NATSC and PAL professional frame rates, including 1080p Full HD video at 30p (29.97), 24p (23.976) and 25p, 720p HD video at 60p (59.94) or 50p and Standard Definition video at 30p (29.97) or 25p.

In addition to the creativity afforded by over 70 compatible lenses, the M also includes Picture Style settings when shooting video, allowing users to adjust colour settings the same as when shooting still images. The camera also includes Canon's Video Snapshot mode for an easy way to record and create a fun highlight reel that can be easily shared. Video Snapshot mode combines a series of short video clips into a single file, all in-camera. Through the camera's touch-screen controls users can delete, cut or re-order the clips in-camera for quick and easy editing.

Optical Diversity: New M-Series Lenses and Accessories

Along with the EOS M, Canon is also introducing two new M-series lenses with STM technology allowing for smooth and silent focusing when paired with Hybrid CMOS AF.

The EF-M 22mm f/2 STM kit lens is ideal for shooting video and still images. The fixed focal length lens has a great capacity for gathering light with an incredible aperture of f/2.0 and when combined with the camera's APS-C image sensor, provide beautiful bright images and background blur for both video and stills. For more focal range versatility, Canon is also introducing the new EF-M 18-55mm f/3.5-5.6 IS STM, which provides videographers and photographers with a variable zoom range for general use with video recording or photographing. Both lenses are designed specifically for use with the EOS M digital camera.

In addition to the two lenses, any of Canon's EF and EF-S lenses can be used with the EOS M with the

optional EF-EOS M Adapter. The EOS M camera's strong magnesium and stainless steel frame provide the durability and rigidity to support the full line of EF and EF-S lenses in a lightweight convenient design. Using the adapter allows the camera to be fully integrated into the EOS ecosystem of lenses, adding creative options and versatility to this powerful camera.

Ideal for use with the EOS M, Canon is also announcing a new compact and lightweight flash unit, the Speedlite 90EX, designed for the photographer on-the-go. The Speedlite 90EX is capable of coverage for 22mm wide angle lens shots with a maximum guide number of 57.3 feet at ISO 12800. The flash unit can be controlled wirelessly for creative multiple flash shoots and uses the standard Canon EOS hot shoe mount for compatibility with all EOS DSLR cameras and PowerShot digital cameras that include a hot shoe.

Availability

The EOS M Digital Camera will be available in October in two bundle configurations. For an estimated retail price of \$829.99 the EOS M Digital Camera in Black will be bundled with the new EF-M 22mm f/2 STM kit lens and a Speedlite 90EX; for an estimate retail price of \$879.99 the EOS M Digital Camera in Black, White or Red will be bundled with the new EF-M 18-55mm f/3.5-5.6 IS STM kit lens and a Speedlite 90EX.

The new EF-M 18-55mm f/3.5-5.6 IS STM lens, EF-M 22mm f/2 STM, EF-EOS M Adapter and Speedlite 90EX will all be available in October at an estimated retail price of \$299.99, \$249.99, \$199.99 and \$129.99 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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