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NEWS

CANON EF 8-15MM F/4L FISHEYE USM LENS HONOURED WITH CAMERA GRAND PRIX'S 2012 "LENS OF THE YEAR AWARD"

MISSISSAUGA, ON, May 15, 2012 - Canon Inc. and Canon Marketing Japan Inc. announced today that the company's EF 8-15mm f/4L Fisheye USM interchangeable lens has been honoured in Japan with the prestigious Camera Grand Prix 2012 "Lens of the Year Award." The accolade marks the second award to date for the Canon fisheye lens, which was also named "Best Professional DSLR Lens in 2012" in Europe by the Technical Image Press Association (TIPA).^{*1}

The Camera Grand Prix, considered the most sought-after camera and lens product awards in Japan, is organized by the Camera Journal Press Club,^{*2} comprising journalists from major domestic photography and camera magazines. Separated into four award categories, the 29th Camera Grand Prix honored Canon's EF 8-15mm f/4L Fisheye USM with the "Lens of the Year Award" based on a review of lens products introduced in the Japanese market during the past year.

In addition, the fisheye lens was selected for one of TIPA's world-renowned photography and imaging "Best Product" awards: "Best Professional DSLR Lens in 2012." The two awards are a testament to the industry's wide recognition of the EF 8-15mm f/4L Fisheye USM's innovative, extreme wide angle and fisheye performance, made possible by Canon's optical technologies.

Reason for selection^{*3}

Delivering both 180-degree diagonal angle of view and 180-degree circular fisheye in a single zoom lens, Canon's EF 8-15mm f/4L Fisheye USM enables a wide range of stunning imaging possibilities with unique and interesting perspectives. The lens was selected for this year's Camera Grand Prix award thanks to such factors as its 8-15mm focal length range, and its high-image-quality performance made possible by the incorporation of UD (ultra-low dispersion)-glass and high-precision glass-mold aspherical elements to correct for aberrations. The lens was also recognized for its Subwavelength Structure Coating (SWC), which minimizes the occurrence of ghosting and flare; its compact design delivering enhanced portability; and a dust-proof, moisture-proof structure for reliable shooting even in harsh weather conditions.

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 The Technical Image Press Association (TIPA), comprising 29 photography and imaging magazines across 14 European countries, awards products based on an annual vote

*2 Launched in September of 1963; currently comprises 11 affiliated magazines (as of April 2012)

*3 Based on announcement by the Camera Journal Press Club 2012 executive committee