

## CANON CANADA “WIDENS” ITS OFFERINGS AND “ZOOMS IN” ON CREATIVE OPTICS WITH THE INTRODUCTION OF TWO NEW PROFESSIONAL LENSES



**MISSISSAUGA, ON, November 5, 2012** — Canon Canada Inc., a leader in digital imaging solutions, today announced two new additions to the Company’s EF lens family, the new EF 24-70mm f/4L IS USM and EF 35mm f/2 IS USM lenses. Each of these two lenses features unique optical attributes for a variety of situations. The new EF 24-70mm f/4L IS USM has macro shooting capabilities at the telephoto end and the EF 35mm f/2 IS USM adds Canon’s proprietary Image Stabilization (IS) to this popular prime lens focal length.

“The lens is the window to creativity, providing the unique perspective and vantage that allows photographers to turn a scene into art. It is our pleasure to introduce two lenses that will enable a wide range of photographers in diverse disciplines to explore their creativity through these new options,” said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada, a wholly owned subsidiary of Canon USA.

### **Canon EF 24–70mm f/4L IS USM Lens**

Featuring dynamic L-series optical performance in a compact, lightweight and durable design, the new EF 24–70mm f/4L IS USM lens is well suited for all levels of advanced photography on the go. The ideal companion to Canon’s full-frame Digital SLR cameras such as the EOS 6D, the lens features a constant maximum aperture of f/4 throughout the entire zoom range with 15 lens elements in 12 groups including two aspherical and two UD lens elements and a 9-blade circular aperture diaphragm. The EF 24–70mm f/4L IS USM lens delivers gorgeous images with excellent detail at all focal lengths and includes a macro feature at the telephoto end with a 0.2m/7.9-inch minimum focusing distance and Canon’s Hybrid IS system (with up to four stops of stabilization). The macro feature can be engaged through a switch on the lens barrel. In addition, the lens features inner focusing and a ring-type Ultrasonic Motor (USM) for quiet, fast autofocus, and has full-time mechanical manual focus that’s enabled even during AF operation. Compact at only 93mm in length, with excellent dust and water resistance, the EF 24–70mm f/4L IS USM lens has a fluorine coating on the front and rear elements for easy maintenance and cleaning.

The EF 24–70mm f/4L IS USM lens is supplied with a lens pouch and reversible lens hood. It is expected to be available in December for an approximate retail price of \$1,649.99.

### **Canon Standard Prime Lens with Optical Image Stabilizer: EF 35mm f/2 IS USM Lens**

The successor to Canon's EF 35mm f/2, the EF 35mm f/2 IS USM lens is a compact and lightweight wide-angle prime lens that provides a high level of image quality and functionality. The optics and mechanical workings are designed to improve image quality in the lens's periphery and provide faster and quieter AF than its predecessor, as well as Optical IS and optional full-time manual focus, all in a durable lens body with a high-grade design. Featuring a circular aperture diaphragm and lens coatings optimized for minimal ghosting and flare, the EF 35mm f/2 IS USM lens achieves beautiful, soft backgrounds and amazing image quality.

The EF 35mm f/2 IS USM lens is expected to be available in December for an approximate retail price of \$929.99.

### **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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