

CANON CANADA INC. EXPANDS THE EOS-1D X DIGITAL SLR CAMERA AUTOFOCUS CAPABILITIES WITH NEW FIRMWARE UPDATE

MISSISSAUGA, ON, October 18, 2012 – Canon Canada Inc., a leader in digital imaging solutions, today announced a new firmware update in response to user requests which further enhances the capabilities of Canon's flagship EOS-1D X Digital SLR camera. The EOS-1D X will now be capable of AF point illumination during AI Servo AF and cross-type AF for maximum apertures as small as f/8. The new firmware update is available now at no charge from the Canon Canada website and can be downloaded by end users or through Canon Factory Service Centers.

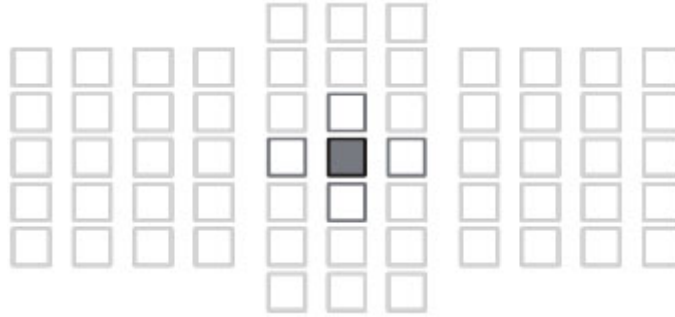
AF Point Illumination During AI Servo AF

To support the needs of wedding, portrait, sports, wildlife, and theatrical performance photographers working in low light, the new firmware allows AF points in the EOS-1D X's viewfinder to be illuminated in red when the shutter button is pressed halfway during AI Servo AF, for easy viewing of the selected point. This valuable feature will enhance the photographers' ability to aim the camera accurately in low-light conditions, and when photographing dark subjects. To preserve exposure-metering accuracy, illumination is intermittent, not continuous. Three choices will be selectable from the menu system - Non-illuminated, Illuminated (Normal), and Illuminated (Brighter).

Cross-Type AF Support at f/8

The EOS-1D X is equipped with an innovative 61-point High Density Reticular AF System featuring up to 41 cross-type AF points, depending on the lens in use. The cross-type AF points recognize a wide variety of subject matter, making them highly desirable for maximum autofocus performance. Until now, cross-type AF on the EOS-1D X has been limited to EF lenses and lens/extender combinations with a maximum aperture of f/5.6 or larger. The new firmware allows cross-type autofocusing with the centre AF point even when the maximum aperture of a Canon EF lens/extender combination becomes as small as f/8. Ideal for wildlife photographers and others who often use EF super-telephoto lenses with extenders, this new feature greatly expands the range of EF lens/extender combinations that support autofocus when used with the EOS-1D X.

If AF point expansion is selected with an f/8 maximum aperture lens/extender combination, the four AF points surrounding the centre point will act as AF Assist points. This option effectively expands the size of the AF detection area to enhance autofocus performance with subjects that are small in the frame and difficult to track, such as small animals and birds in flight. AF points above and below the centre will be sensitive to vertical contrast, while points to the left and right will be sensitive to horizontal contrast.



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

For more information, please contact:

Wayne Doyle
Senior Manager, Corporate Communications
Canon Canada Inc.
(905) 565-4598
wdoyle@canada.canon.com

Candi Jeronimo
Senior Account Manager
Edelman Canada
(416) 849 -1507
candi.jeronimo@edelman.com

###

†Based on weekly patent counts issued by United States Patent and Trademark Office.
All referenced product names, and other marks, are trademarks of their respective owners.