

Canon

www.canon.ca

NEWS
NEWS

NEW FIRMWARE UPDATE FOR CANON EOS 5D MARK III DIGITAL SLR CAMERA PROVIDES UNCOMPRESSED HDMI OUTPUT SUPPORT AND IMPROVED AF PERFORMANCE

MISSISSAUGA, ON, October 23, 2012—Canon Canada Inc., a leader in digital imaging solutions, today announced a new firmware update for the EOS 5D Mark III Digital SLR camera that significantly improves the camera's performance and usability. In response to requests from professionals working in the fields of cinema and television production, the firmware update enables the use of uncompressed HDMI Output support, making possible more efficient video editing and monitoring procedures. Additionally, the upgrade supports the advanced needs of photographers through improved AF performance when capturing still images.

Uncompressed HDMI Output Support

When shooting video, HDMI Output makes possible the recording of high-definition uncompressed video data (YCbCr 4:2:2, 8 bit) from the EOS 5D Mark III to an external recorder via the camera's HDMI terminal. This, in turn, facilitates the editing of video data with minimal image degradation for greater on-site workflow efficiency during motion picture and video productions. Additionally, video being captured can be displayed on an external monitor, enabling real-time, on-site monitoring of high-definition video during shooting.

Improved AF Functionality

Even when the EOS 5D Mark III is equipped with an extender and lens making possible a maximum aperture of f/8, the firmware update supports AF employing the camera's central cross-type points (currently compatible with maximum apertures up to f/5.6). Accordingly, the update will allow users to take advantage of AF when shooting distant subjects, benefitting sports and nature photographers, particularly when using telephoto lenses.

The new firmware update will be available, at no charge, in April 2013 from the Canon Canada website and can be downloaded by end users or through Canon Factory Service Centers.

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.