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CANON ANNOUNCES ITS SMALLEST AND LIGHTEST FULL-FRAME DIGITAL SLR CAMERA FOR SERIOUS PHOTOGRAPHERS

The EOS 6D Digital SLR Camera Includes A New Full-Frame Sensor, Built-in Wi-Fi, and GPS



MISSISSAUGA, ON, September 17, 2012 – Canon Canada Inc., a leader in digital imaging solutions, today introduced the EOS 6D Digital SLR Camera*, a versatile mid-range full-frame camera with the durability and performance professionals require and the creative imaging options serious photographers crave. Canon has coupled the incredible image quality of a newly designed 20.2-megapixel full-frame CMOS sensor and DIGIC 5+ Image Processor, with the creative potential of built-in Wi-Fi and GPS features. The camera also includes an 11-point AF array and 63-zone dual-layer iFCL metering sensor together with 1080p Full HD video capabilities, in an affordable camera body. Building upon the qualities that made the EOS 5D Mark II camera so successful, the EOS 6D bridges the gap for budget-minded photographers, videographers, and cinematographers who are eager to step up into the world of full-frame imaging.

“The introduction of this camera completes a well-rounded ecosystem from input through output for Canon, allowing us to provide the right combination of features for every level of photographer. We believe the EOS 6D Digital SLR Camera along with our new PIXMA Pro printers will help unlock the creative vision of so many who aspire to capture and display their artistic abilities,” said Ian Macfarlane, Senior Vice-President of Sales and Service Operations, Canon Canada, a wholly owned subsidiary of Canon USA.

Designed for advanced amateurs and videographers making the move to a full-frame Digital SLR, the EOS 6D fits neatly into Canon’s professional imaging system with an advanced feature set including full manual options for creative control in addition to new and intuitive automatic settings to help even novice photographers capture great images. The camera’s construction helps meet the needs of professionals with a 100,000-cycle shutter durability and EOS Integrated Cleaning System for high-quality vibration-based dust removal. Among the many advancements in Canon’s new EOS 6D is the Company’s proprietary DIGIC 5+ Image Processor that powers the camera’s fast 14-bit analog-to-digital conversion for exceptionally smooth colour tones and gradation. The camera offers a full-frame, 20.2-megapixel CMOS sensor, and continuous shooting up to 4.5 frames per second (fps).

Thanks to the combination of its new CMOS image sensor and the powerful DIGIC 5+ image processor, the EOS 6D provides a wide ISO range from 100-25600 with a low setting, L: 50 and two high settings, H1: 51200

and H2: 102400. These outstanding low-light capabilities allow the EOS 6D to easily capture dimly lit scenes such as wedding ceremonies, indoor corporate events, or landscapes at dusk. To support the ample sensitivity of the new camera's sensor, the EOS 6D camera's Auto Focus (AF) system includes a newly-developed 11-point AF sensor featuring a high-precision center cross-type point with an exceptional EV -3 sensitivity rating for accurate focusing even in extremely low-light conditions.

The EOS 6D has a large 3.0-inch Clear View LCD monitor with 1,040,000 dot VGA resolution and 170 degree viewing angle, with high-transparency multi-coating for maximum protection and clarity when viewing images or navigating menu screens. When used for Live View shooting, the camera's bright high-performance LCD screen provides 100 percent coverage, for easy focusing and framing.

Full-Frame 1080p Full HD Video

Videographers, student filmmakers, and creative independent spirits will appreciate the full-frame video capabilities of the EOS 6D in an affordable and compact body. Borrowing from the best of the EOS 5D-series, the EOS 6D provides full manual control over exposure and audio levels while recording video. The camera features NTSC and PAL video modes at multiple frame rates, recording 1080p at 30 (29.97), 24 (23.976) and 25 fps, 720p at 60 (59.94) and 50 fps and standard video at 30 (29.97) and 25 fps. The camera provides up to 29 minutes and 59 seconds of continuous recording (with 4GB automatic file partitioning) in selectable All i-frame or IPB compressions with embedded time code. Especially when used with large aperture lenses, the EOS 6D camera's full-frame sensor offers a tremendous degree of creative control over depth-of-field, helping users to achieve pro-quality cinematic effects in Full HD video recordings.

Built-in Wi-Fi and GPS

For the ultimate in DSLR connectivity and control, the EOS 6D features a built-in Wi-Fi transmitter which allows the camera to share images and video with the user's choice of Wi-Fi enabled devices such as PowerShot cameras, smartphones, or tablets, as well as cloud-based destinations including social networking sites through the Canon iMAGE GATEWAY . The EOS 6D is also capable of direct wireless printing to Wi-Fi enabled printers such as the PIXMA PRO-100 or PRO-10 Professional Inkjet Printers . A very intuitive and useful Wi-Fi enabled feature is the new, free Canon EOS Remote app available for iOS and Android systems which will allow a smartphone or wireless device such as a tablet to remotely connect, control, and operate the connected EOS 6D . This seamless connection and control will open new opportunities for professional photographers shooting weddings or remote wildlife, without the need for tethered operation or accessories.

For on-location shooters, landscape photographers or enthusiast photo travelers, the EOS 6D features a built-in GPS receiver to record longitude, latitude, elevation and Coordinated Universal Time (UTC) as EXIF data for seamless geo-tagging while shooting. The GPS coordinates are appended to each image and easily syncs with Canon software or mapping apps on social network sites to show image locations. Use of UTC data allows images to be chronologically mapped and trails plotted and recorded.

Boundless Creativity

To help photographers unlock their full creative potential and explore all the different avenues of digital photography, the EOS 6D includes several creative modes for image capture. First is the HDR (High Dynamic Range) mode allowing the camera to capture three separate exposures and combine them in-camera for a stunning image capturing both enhanced shadow detail and bright highlights. Next is the camera's Multiple Exposure mode where users can combine up to nine individual images into a single composite image, with no need for later computer post-processing. Four different compositing methods are provided for maximum creative control, including Additive, Average, Bright and Dark. Compositing results can be viewed in real time on the camera's LCD monitor, and there is a one-step Undo command that allows photographers to delete an image and try again if desired. The EOS 6D will even allow photographers to specify a previously captured RAW image as the starting point for a new Multiple Exposure composite image. In addition to HDR and Multiple Exposure modes are Canon's standard Scene Intelligent Auto and special scene modes to capture great images with ease. The camera is compatible with SD, SDHC, and SDXC memory cards including the new Ultra High Speed (UHS-I) cards.

Pricing and Availability

The EOS 6D Digital SLR Camera will be sold in a body-only configuration at an estimated retail price of \$2,099.99 and it will additionally be offered in a kit version with Canon's EF 24-105mm f/4L IS USM zoom lens at an estimated retail price of \$2,899.99. Both configurations are expected to be available in December 2012.

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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†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. Prices, specifications and availability are subject to change without notice.

UHS-I Card is required for All i-frame compressions

One time registration is required on CANON iMAGE GATEWAY.

This software enables you to upload images to social network services. Before uploading images, please be aware that image files may contain privacy related information such as people and places. If necessary, please delete such information. Canon does not obtain, collect or use such images or any information included in such images through this software.

DPS over IP certified printer is required.

Compatible with iOS version 5.0 or later and Android devices version 2.3/4.0 or later. Data charges may apply.

In certain countries or regions, the use of GPS may be restricted. Therefore, be sure to use GPS in accordance with the laws and regulations in the country or region. Be particularly careful when travelling outside your home country. As a signal is received from GPS satellites, take sufficient measures when using in locations where the use of electronics is regulated. Cellular data charges may apply.