

CANON CANADA ANNOUNCES FREE FIRMWARE AND APPLICATION SOFTWARE UPGRADES FOR SELECT CINEMA EOS SYSTEM CAMERAS

MISSISSAUGA, ON, 3 April 2013 – Canon Canada Inc. a leader in digital imaging solutions celebrating its 40th anniversary, announced today new firmware and application software upgrades for the Company's Cinema EOS System lineup of cameras. New ACES compatibility software for the Cinema EOS C500 and Cinema EOS C500 PL Digital Cameras will be available as a free download expected in June 2013. Additional Cinema EOS firmware upgrades, including a new 1,440 x 1,080 pixel recording mode at 35Mbps for the Cinema EOS C300 and Cinema EOS C300 PL Digital Cameras, are expected to be available as free downloads starting in October 2013, all from www.canon.ca.

In response to strong demand from professionals working in the fields of motion picture, commercial and television production, the firmware and application software upgrades will offer enhanced colour management efficiency and camera functionality, contributing to improved video production workflow efficiency.

ACES Compatibility for Greater Production Workflow Efficiency (EOS C500/EOS C500 PL)

Cinema EOS C500 and Cinema EOS C500 PL camera users will be able to download a new version of Canon's Cinema RAW Development Software for working with 4K RAW data. The new version provides support for the Academy Colour Encoding System (ACES) colour management standard, as defined by the Academy of Motion Picture Arts and Sciences (AMPAS) and standardized by the Society of Motion Picture & Television Engineers (SMPTE). Compatibility with ACES helps make efficient workflows possible, enabling colour management using a uniform colour space - even when handling video captured using multiple cameras with different colour characteristics.

Automatic Functions (EOS C300) and New Recording Mode (EOS C300/EOS C300 PL)

A new firmware upgrade for the Cinema EOS C300 Digital Camera adds Push Auto Iris and One-Shot Autofocus (AF), two outstanding automatic functions incorporated in the Cinema EOS C100 Digital Camera (released in November 2012). These functions enable users to automatically adjust lens aperture and focusing through a simple one-touch operation, which can be particularly useful for cinematographers and videographers shooting without the support of an assistant.

In addition, a firmware upgrade for the Cinema EOS C300 and Cinema EOS C300 PL Digital Cameras adds a 1,440 x 1,080 pixel recording mode at 35Mbps, a resolution widely used in terrestrial digital television broadcasting. This new mode will expand the versatility of the XF codec and can be a useful addition for broadcast applications where the reduced bandwidth requires less transmission time while still maintaining a high level of image quality.

Shifting Display Location during Magnified Focus Assist (EOS C100, EOS C300/EOS C300 PL, EOS C500/EOS C500 PL)

Firmware upgrades for the EOS C500 and EOS C500 PL, EOS C300, EOS C300 PL, and EOS C100 Digital Camera models enable the Magnified Focus Assist function's magnified view area within the viewfinder and LCD monitor to be shifted to locations other than the centre of the screen, allowing users to confirm focus across the entire display area.

About ACES

Professionals in the cinema, television and other high-quality digital production industries commonly make use of multiple cameras when shooting video. As these cameras employ different sensors, each offers varying colour characteristics. In addition, users can select from a diverse range of camera settings during image capture, such as aperture, focus position, frame rate and recording format, and because of this, images shot for a single scene can produce different results in terms of colour and gradation, depending on the camera used.

Furthermore, when inputting, editing and outputting video, professionals may use various displays, each with its own colour space, resulting in differences in how colours appear depending on the device used, even when viewing the same footage. For example, the viewfinder of a camera used during filming, the PC display used to edit the images, and the projector or television for viewing the video each offer varying colour characteristics, causing the colours in the video to appear differently. Therefore, colour management takes a great deal of time and effort to correct for camera- and display monitor-related colour differences.

ACES is a colour management architecture developed by AMPAS, and standardized by SMPTE, that aims to improve efficiency among complex colour management workflows by delivering uniform colour expression through a standardized colour space used during the video production workflow. Through compatibility with ACES, video captured using different cameras and settings can be aligned with the ACES colour space, which offers a wide colour range and high dynamic range. ACES provides an archive-ready file format, and also delivers high workflow efficiency by allowing users to confirm images with the same appearance even when using display devices with varying colour characteristics during input and output.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA celebrating its 40th anniversary, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility.

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