



www.canon.ca

NEWS

THE NEW CANON VIXIA HF G30 CAMCORDER OPENS UP NEW POSSIBILITIES FOR VIDEO ENTHUSIASTS AND ADVANCED AMATEUR

Features Include a 20x Zoom Lens, Newly Designed HD CMOS Pro Sensor, MP4 Recording and Wireless Capabilities

MISSISSAUGA, ON, 3 April 2013 – Unveiling an outstanding device for video enthusiasts and advanced amateurs, Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, today announced a new flagship camcorder, the VIXIA HF G30 camcorder. This new camcorder features a powerful 20x Genuine Canon HD Video Lens, MP4 recording, and built-in Wi-Fi® capability with dual band wireless support, making the VIXIA HF G30 camcorder a great device to help preserve inspirational moments in stunning image quality. Whether capturing a once in a lifetime trip or creating a movie, avid videographers will enjoy the sophisticated capabilities of this powerful device in a compact body.

“The new VIXIA HF G30 camcorder opens up new possibilities for advanced amateurs looking to explore their creative potential with professional-level performance and wireless capabilities in a consumer camcorder,” said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada.

Professional-Level Optics

The newly designed 20x wide-angle (35mm equivalent: 26.8mm – 536mm) f/1.8 HD Video Lens has been designed to offer advanced amateur videographers wide-angle and powerful zooming without compromising quality. The new lens was built using the same Hi-UD (Hi Index Ultra Low Dispersion) technology found in Canon’s XF professional camcorder line, helping to reduce chromatic aberrations throughout the zoom range. A new 8-blade circular aperture on the lens utilizes the same technology found in Canon’s popular EF series of lenses, which helps create a more natural, smoother out-of-focus area than previous G-Series models. In addition to the lens, the VIXIA HF G30 camcorder features a dedicated manual focus ring as well as a custom key, a feature commonly found in professional level video products. While utilizing the manual focus ring, shooters can switch between the focus and zoom feature when using the Focus/Zoom Selection Switch located at the back of the camera. Precise adjustments are right at a user’s fingertip with the ring, allowing users to create videos quickly and smoothly.

The size of the new HD CMOS PRO Image Sensor was increased 1/2.84-inch over the previous sensor, answering the demand for performance from the newly designed lens. The new image sensor, combined with the new DIGIC DV 4 Image Processor and SuperRange Optical Image Stabilization, work together offering high sensitivity and wide dynamic range, while providing images with low noise, more depth, and enhancing vibration control. The SuperRange Optical Image Stabilization feature includes a new Dynamic Mode. This mode helps to substantially reduce image distortion, even when shooting while walking, resulting in steady video.

Convenient Shooting

The new VIXIA HF G30 camcorder features a variety of improvements over the prior G-Series models designed to help enhance the overall shooting experience and inspire users to capture creative content from virtually anywhere. For the first time in the G-series lineup, both 1080/60p MP4 (35Mbps) and AVCHD Progressive (28 Mbps) recording are available through the newly introduced Dual Recording feature. Now, users can experience great output flexibility, whether sharing short clips with friends and

family or editing a more in-depth video. The VIXIA HF G30 camcorder also supports cinematic recording at Native 24p, allowing for maximum resolution and high image quality, and the easy to use pull-down conversion helps prevent loss of image quality. For added convenience, two SD memory card slots are available, while the Relay Recording feature automatically continues to record on the second SD memory card1 once the first one becomes full.

Operation is intuitive and seamless with the new vividly brilliant 3.5-inch Organic LED Touch Panel Display that utilizes Electrostatic technology. This newly integrated technology allows users to control focus, exposure, and track shooting subjects with the simple swipe or touch of the screen – similar to the experience found on a smartphone or tablet.

The new seesaw-style zoom mirrors the design of professional-grade camcorders and offers improved ease-of-use over prior G-Series models. The VIXIA HF G30 camcorder features a Mini Advanced Accessory Shoe as well as a cold shoe, allowing users to add external microphones or additional lighting. In addition, the audio jack includes headphone and microphone terminals. The VIXIA HF G30 camcorder is compatible with the optional Canon WM-V1 Wireless Microphone, and optional GP-E2 GPS Receiver. The GP-E2 can be connected to the camcorder using a USB cable, providing location and time information of your recording, which can be a very useful tool for editing and archiving purposes.

Advanced Wireless Connectivity

For shooting situations that make capturing the perfect shot difficult, the VIXIA HF G30 camcorder's new Wi-Fi Remote feature allows users to control the camcorder remotely and change settings via a versatile web browser when using your tablet, smartphone or PC. With the dual band wireless support (5GHz and 2.4GHz), users can select from two wireless frequencies to help improve signal strength in areas with increased signal interference.

No matter the level of user, consumers recognize the need and convenience of uploading and sharing their video quickly. While using the Movie Uploader app, you can connect the camcorder to an iOS tablet or smartphone, available for free download in the Apple App store, allowing users to view, save or even upload videos previously recorded on the camcorder without the hassle of cables or wires.

Professional Controls and Shooting Assist Functions

The VIXIA HF G30 camcorder has been packed with several professional features to give the user a level of comfort and operability. The VIXIA HF G30 camcorder includes advanced features like manual colour temperature adjustment (2,000K-15,000K in 100K increments), colour bars with test tone, manual shutter speed and aperture control, a built-in Remote Control Terminal (which supports LANC protocol). Despite its compact body the VIXIA HF G30 camcorder features the new 0.24-inch high-resolution (1.56-million-dot) angle-adjustable colour viewfinder (CVF) with a large-sized eyecup. The CVF can be tilted at a 45-degree angle, improving operation during low-angle shooting. The new zoom lever inherits the same level of zoom operation as found in professional level cameras, allowing for the shooter to quickly zoom in and out, and respond to almost any shooting scenario.

Pricing and Availability

The VIXIA HF G30 camcorder is currently scheduled to be available in June with an estimated retail price of \$1,699.99.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, 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.

For more information, visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

For media inquiries, please contact:

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

Candi Jeronimo
Senior Account Manager
Edelman Public Relations
(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.

1Memory cards must be purchased separately.

Wi-Fi is a registered trademark of the Wi-Fi Alliance. Google is a registered trademark and Google Play is a trademark of Google Inc. Apple and App Store are registered trademarks of Apple Inc. All referenced product names, and other marks, are trademarks of their respective owners.

Availability, prices, and specifications are subject to change without notice. Actual prices are set by individual dealers and may vary.