

CANON PRODUCTS RECOGNIZED WITH PRESTIGIOUS EUROPEAN IMAGING AND SOUND ASSOCIATION AWARDS FOR 25TH CONSECUTIVE YEAR

Latest European award marks third major title for EOS 6D

MISSISSAUGA, ON, 19 August 2013 - Canon Inc. announced today that three of the company's photo-imaging products - two digital SLR cameras and an EF lens - have been honored with prestigious product awards by the European Imaging and Sound Association. The EOS 6D was named European Advanced SLR Camera 2013-2014, the EOS Rebel SL1 (EOS 100D or EOS Kiss X7 in other regions) earned European SLR Camera 2013-2014 honors, and the EF 200-400mm f/4L USM Extender 1.4x was crowned European Professional Lens 2013-2014. To date, Canon products have won a total of 59 EISA titles on 28 occasions and have received awards every year over the past 25 years.

The annual EISA awards are decided by a panel comprising the editors-in-chief of 50 special-interest magazines from 20 European countries. The awards recognize products that were released in Europe during the past year that combine the most advanced technology, desirable features, cutting-edge design and outstanding value. Started in 1982, this year marks the EISA awards' 32nd year.

The EISA accolade for the EOS 6D marks the third major award that has been bestowed on the camera. In May this year Canon announced that the 6D was named Best DSLR Expert in 2013 by the Technical Image Press Association and also received the coveted Camera Grand Prix 2013 Editors Award¹ in Japan.

European Advanced SLR Camera 2013-2014: EOS 6D

The approximately 20.2-megapixel EOS 6D, featuring the world's smallest and lightest² body among digital SLR cameras equipped with a 35 mm full-frame image sensor, is the first EOS-series camera to feature built-in Wi-Fi connectivity and GPS functionality. The EISA panel noted that the camera offers many of the features and benefits found in Canon's professional-model full-frame lineup, but at a more accessible price. In particular, the judges were impressed by the EOS 6D's fast and effective AF performance in low-light conditions. Other features that earned praise included the model's low-noise imaging performance, expanded exposure latitude, high dynamic range, and continuous shooting speed of up to 4.5 frames per second. In summing up their assessment, the panel declared that the EOS 6D "makes a great choice for enthusiast photographers."

European SLR Camera 2013-2014: EOS Rebel SL1

The EOS Rebel SL1 (EOS 100D or EOS Kiss X7 in other regions) is the world's smallest and lightest³ digital SLR camera to be equipped with an APS-C-size sensor. Despite its diminutive size, the judges commented that the camera "offers a very high level of performance." Praising the combination of compact size and exceptional image quality, the EISA panel went on to say, "The miniaturized body will appeal to those looking for a small, lightweight and portable camera that still affords the user the controls needed for creative photography. A collection of automatic modes, and touch-screen operation, make the camera very easy to use for those new to photography, but the 18-million-pixel sensor still produces top-level image quality."

European Professional Lens 2013-2014: EF 200-400mm f/4L USM Extender 1.4x

The EF200-400mm f/4L IS USM Extender 1.4x, heralded by the EISA panel as “a great sensation for the optical world [that] opens a new era for professional optics,” is the world’s first⁴ super-telephoto zoom lens to incorporate an internal extender. The built-in 1.4x extender allows users to quickly and easily extend the zoom range from 200–400 mm to 280–560 mm with the flip of a switch. Also, as noted by the EISA judges, since the teleconverting unit is integrated into the lens’s design, “it can be activated safely in harsh conditions without exposing the camera’s mirror and sensor.” The panel concluded that the EF200-400mm f/4L IS USM Extender 1.4x’s “ultimate optical quality guarantees uncompromised results for sport and wildlife photography.”

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.

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

###

¹ Considered the most sought-after camera and lens product awards in Japan, the Camera Grand Prix is organized by the Camera Journal Press Club, comprising journalists from major photography and camera magazines in Japan.

² Among digital SLR cameras equipped with a 35 mm full-frame-equivalent image sensor. As of August 1, 2013, based on a Canon survey.

³ Among digital SLR cameras equipped with an APS-C-size image sensor. As of August 1, 2013, based on a Canon survey.

⁴ Among interchangeable lenses for interchangeable-lens cameras (SLR and compact-system cameras), based on a Canon survey.