

## CANON INTRODUCES NEW EF-S 55-250mm f/4-5.6 IS STM TELEPHOTO ZOOM LENS

*New Stepping Motor Lens is the Perfect Companion for the EOS 70D, EOS Rebel SL1, and EOS Rebel T5i Digital SLR Cameras*

**MISSISSAUGA, ON, 22 August 2013** – Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, is proud to introduce the new EF-S 55-250mm f/4-5.6 IS STM telephoto zoom lens. Created to be the perfect companion lens for the EOS 70D, EOS Rebel SL1 and EOS Rebel T5i Digital SLR cameras, the EF-S 55-250mm f/4-5.6 IS STM lens expands Canon's line of Stepping Motor (STM) lenses to six models – the EF-S 18-135mm f/3.5-5.6 IS STM, the EF 40mm f/2.8 STM, EF-S 18-55mm f/3.5-5.6 IS STM, EF-M 18-55mm f/3.5-5.6 IS STM, EF-M 22mm f/2.0 and the new EF-S 55-250mm f/4-5.6 IS STM lens. Canon's Stepping Motor lenses allow for the capture of high-quality still and video images and reduce motor noise from the lens so cameras, such as the new EOS 70D, will capture the sound of the video scene being recorded without the interruption of noise by the focusing motors.

The EF-S 55-250mm f/4-5.6 IS STM telephoto zoom lens offers high magnification in a compact and lightweight EF-S telephoto zoom lens with an Optical Image Stabilizer for up to 3.5\* equivalent stops for shake correction. The lens' stepping motor and newly-designed focus mechanism support Canon EOS Movie Servo AF (available on select EOS cameras) to provide smooth and quiet continuous autofocus during video shooting, as well as when shooting photos.

"The addition of the EF-S 55-250mm f/4-5.6 IS STM lens to the STM family of lenses strengthens Canon's support for the growing number of photographers and video enthusiasts utilizing DSLRs to not only shoot high-quality still images but video too," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada. "Noise reduction in movie mode is essential and video aficionados will particularly find the silent and smooth auto-focus capabilities of this new lens outstanding."

The EF-S 55-250mm f/4-5.6 IS STM telephoto zoom lens features one UD lens element, reducing chromatic aberration throughout the zoom range for excellent image quality with high resolution and contrast. It features enhanced lens coatings to help ensure superb colour balance while minimizing ghosting and flare and a 7-blade circular aperture creates beautiful, soft backgrounds. For outstanding performance, a new compact six-group zoom system provides a maximum magnification of 0.29x at the telephoto end. Full-time manual focus is available in AF mode. The front element does not rotate during focus, which is beneficial when using polarizing filters. Minimum focusing distance is 2.79 ft./0.85m. The lens' rear focusing system, high-speed CPU and improved AF algorithm allow for high-speed autofocus.

### **Availability**

The EF-S 55-250mm f/4-5.6 IS STM telephoto zoom lens is scheduled to be available in late September for an estimated retail price of \$399.99. For more information about the EF-S 55-250mm f/4-5.6 IS STM telephoto zoom lens, visit [www.canon.ca](http://www.canon.ca).

**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.

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\* Based on CIPA (Camera & Imaging Products Association) standards. Testing performed using EOS 7D at focal length of 250mm (400mm in 35mm equivalence).