

FIVE NEW CANON POWERSHOT MODELS PROVIDE IMPRESSIVE IMAGE QUALITY, POWERFUL OPTICS, AND FAST AUTOFOCUSING

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 - Adding to its trademark line of esteemed digital cameras, Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, today announced the release of five new feature-packed PowerShot digital cameras: the PowerShot G16, PowerShot S120, PowerShot S200, PowerShot SX510 HS and PowerShot SX170 IS. Designed to help photo enthusiasts create high-quality images and videos, these cameras feature advanced DIGIC imaging technology to deliver superb image quality in portable, compact digital camera bodies. In addition, all five models have the ability to achieve faster autofocus speeds than was possible with previous PowerShot models. The PowerShot G16 and S120 also feature the new Star mode to help users capture the brilliance of a starry night sky, while the new Background Defocus mode allows users to soften the background of their images for a portraiture look.

For the connected photographer, the PowerShot G16, S120, S200, and SX510 HS digital cameras come with built-in Wi-Fi® technology that allows for outstanding quality images and video files to be wirelessly transferred from the camera to social networking sites through CANON iMAGE GATEWAY#, to a PC, or users can upload images to virtually anywhere on their compatible iOS® or Android™ device* with the download of the free Canon CameraWindow app**. The Wi-Fi® setup process has been improved by Canon, making it easier than ever for users to initially setup these cameras. Software no longer needs to be installed onto a user's computer, so all initial setup can be accomplished from the user's smart device or computer, allowing for easy photo sharing on-the-go. Images can also be printed wirelessly using Wireless PictBridge¹ on select printers, including the Canon PIXMA MG7120, PIXMA MG6420, or PIXMA MG5520 Wireless Photo All-In-One printers, so special moments can be preserved and cherished for years to come.

"At Canon we are continually inspired to introduce the latest technological advancements to the PowerShot line of digital cameras," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada. "Although smartphone camera popularity is continually increasing, the PowerShot line of cameras offers features such as advanced image sensors, high-quality optics, low-light capabilities and extremely fast autofocus speeds that, when combined, are unrivaled by smartphone technology."

PowerShot G16 Digital Camera

The PowerShot G16 digital camera builds upon the success of the PowerShot G15 by utilizing some of Canon's most innovative technologies. The first PowerShot in the G-series to come equipped with built-in Wi-Fi® technology, the G16 has the ability to share images and video to social networking sites such as Facebook®, Twitter®, YouTube®, and Flickr® or via email through the use of CANON iMAGE GATEWAY. Users can also upload images from almost anywhere via their compatible iOS® or Android™ device with the download of the free Canon CameraWindow app.

The PowerShot G16 features a 28-140mm wide-angle lens with an aperture range of f/1.8 – f/2.8, which helps while shooting in low-light conditions or for users who want to create a dramatic shallow depth-of-field with soft backgrounds. The G16 is equipped with Canon's HS System, which combines a DIGIC 6 image processor and a 12.1-megapixel High-Sensitivity CMOS image sensor, allowing for enhanced low-light image quality.

With improved AF times and reduced shooting lag over previous G-series models, the advancements to Canon's AF system help ensure users never miss a shot. Continuous shooting speeds of up to 9.3 frames-per-second are possible with the PowerShot G16, allowing users to capture images in full resolution as they happen***. The G16 also captures 1080p/60p Full HD video, and includes a built-in stereo microphone and an HDMI output so users have the ability to view videos on their HDTV.

The PowerShot G16 also features new shooting modes to capture breathtaking images day or night. The new Star mode gives users the ability to capture the brilliance and wonder of the night sky through the use of three scene modes. "Star Nightscape" lets users shoot the radiance of stars in a landscape image, while the "Star Trails" mode captures trails of stars to turn them into a luminous still image. "Star Time Lapse Movie" captures continuous still images of the stars and then combines each to create a stunning video replicating the motion of the stars in the night sky.

In addition, the camera's creative handheld HDR Scene mode automatically combines multiple shots of a scene to help create an image with a greater dynamic range without the necessity for a tripod. HDR Scene mode includes Natural, Art Bold, Art Embossed, Art Standard and Art Vivid options.

For photographers who want the convenience and ease-of-use of a compact camera with the feel of a DSLR, the PowerShot G16 features dials and controls similar to those on Canon's EOS Digital SLR cameras. It is also compatible with Canon Speedlite flashes and select accessories.

The PowerShot G16 is scheduled to be available in October 2013 for an estimated retail price of \$549.99.

PowerShot S120 Digital Camera

Succeeding the PowerShot S110, the pocket-sized PowerShot S120 digital camera continues the tradition of built-in Wi-Fi® technology that allows for images and video to be shared to social networking sites or via email through the CANON iMAGE GATEWAY. Users can also download the free Canon CameraWindow app to their compatible iOS® or Android™ device and upload images from virtually anywhere.

The PowerShot S120 features a sharp 24-120mm extra-wide angle lens with an aperture range of f/1.8-f/5.7. It is equipped with Canon's HS System, which combines a DIGIC 6 image processor and a 12.1-megapixel High-Sensitivity CMOS image sensor allowing for enhanced low-light image quality. The advancements to Canon's AF system allow users to achieve significantly faster autofocus speeds. The S120 allows for continuous capture of up to 12.1 frames per second at 12.1-megapixels. The camera also records 1080p/60p Full HD video and includes a built-in stereo microphone and convenient playback via HDMI output.

Multiple creative shot modes such as the new Star mode, Background Defocus mode, and handheld HDR Scene mode give users the ability to create images they will be proud to share. Smart AUTO technology selects 58 different pre-defined scenes without the need to switch modes, making it possible to take beautiful images in a variety of situations.

The PowerShot S120 is scheduled to be available in October 2013 for an estimated retail price of \$449.99.

PowerShot S200 Digital Camera

The pocket-sized PowerShot S200 digital camera is built for users who are looking to explore advanced photography. Similar to the PowerShot S120, it continues the tradition of built-in Wi-Fi® technology that allows for images and video to be shared to social networking sites or via email through the CANON iMAGE GATEWAY. Users can also download the free Canon CameraWindow app to their compatible iOS® or Android™ device and upload images from virtually anywhere.

The PowerShot S200 features a sharp 24-120mm extra-wide angle lens with an aperture range of f/2.0-f/5.9. It is equipped with Canon's HS System, which combines a DIGIC 5 image processor and a 10.1-megapixel CCD image sensor allowing for enhanced low-light image quality. The S200 also records 720p HD video and includes a built-in stereo microphone. The camera also brings Creative Filters that allow users to shoot in monochrome and change the ambience of familiar cityscapes and small objects. Smart AUTO technology selects 36 different pre-defined scenes without the need to switch modes, making it possible to take beautiful images in a variety of situations.

The PowerShot S200 is scheduled to be available in September 2013 for an estimated retail price of \$349.99.

PowerShot SX510 HS Digital Camera

The compact PowerShot SX510 HS digital camera incorporates a 30x optical zoom 24mm wide-angle lens, Intelligent IS technology for sharp, vivid images, a 12.1 megapixel CMOS sensor and Canon DIGIC 4 Image Processor that allows users to capture high-quality images. The camera also records 1080p Full HD video. The SX510 HS is equipped with built-in Wi-Fi® technology so that images and videos can be shared with friends and family wirelessly on social networking sites or via email through the use of CANON iMAGE GATEWAY. Users can also upload images from almost anywhere via their compatible iOS® or Android™ device with the download of the free Canon CameraWindow app.

The camera's Zoom Framing Assist feature automatically maintains the correct distance from the subject using a face recognition sensor to track and capture subjects for sharp still and video images. Upgraded from previous PowerShot models, the AF speed helps dramatically reduce lag time so that perfect shot will be captured with ease.

The PowerShot SX510 HS is scheduled to be available in September 2013 for an estimated retail price of \$299.99.

PowerShot SX170 IS Digital Camera

The PowerShot SX170 IS digital camera offers a long zoom in a compact camera body at an affordable price. The camera's 16x optical zoom with 28mm wide-angle lens and Optical Image Stabilization captures clear, vivid images whether a subject is up close or far away. Featuring High-Speed AF and Intelligent IS system that provides smooth video and sharp images via six stabilization modes, the SX170 IS operates with a DIGIC 4 Image Processor and a 16.0-megapixel sensor to create high-quality images. With 720p HD video capability, users can shoot still and video images and view both via an HDTV using an HDMI connector.

Complete with Smart AUTO technology, the PowerShot SX170 IS automatically selects the optimal settings from 32 predefined shooting situations, which helps the user to capture the best image possible. Powered by a new lithium-ion battery that provides efficient battery life, the SX170 IS has a 3.0-inch LCD screen and an ergonomic body allowing users to comfortably hold the camera.

The PowerShot SX170 IS digital camera is scheduled to be available in September 2013 for an estimated retail price of \$199.99.

For more information about the PowerShot G16, S120, S200, SX510 HS, and SX170 IS digital camera models please visit: 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.

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

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#One-time registration is required on CANON IMAGE GATEWAY online photo album.

*Compatible with iOS version 6.0/6.1 or later and Android devices version 2.3/4.0/4.1/4.2 or later. Data charges may apply.

**This software enables you to upload images to social networking sites. 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.

***The first six shots are shot at a rate of up to 12.2 fps. From the sixth shot onward, it becomes approximately 9.3 fps.
The PowerShot G16 can continuously shoot up to 522 shots at approximately 9.3 fps when using an SDHC/SDXC UHS-I memory card based on Canon's standard test method.

i PictBridge (Wireless LAN) certified printer is required.

ii The first six shots are at a rate of up to 12.1 fps. From the sixth shot onward, it becomes approximately 9.4 fps. The PowerShot S120 can continuously shoot up to 635 shots at approximately 9.4 fps when using SDHC/SDXC UHS-I memory card based on Canon's standard test method.

iii This device has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be offered for sale or lease, or sold or leased, until authorization is obtained.