

## CANON CANADA INTRODUCES FOUR NEW STYLISH POWERSHOT MODELS PROVIDING WIDE-ANGLE AND LONG TELEPHOTO LENSES IN COMPACT DESIGNS

*New Lineup Includes the Wireless-Enabled PowerShot ELPH 330 HS with a 10x Optical Zoom Lens*

**MISSISSAUGA, ON, 28 January 2013** - Canon Canada Inc., a leader in digital imaging solutions, today announced the addition of four feature-packed PowerShot digital cameras ideal for photography enthusiasts of all levels looking for great image quality in compact, powerful point-and-shoot designs. The new PowerShot ELPH 330 HS digital camera provides advanced wireless connectivity for immediate sharing and image posting. Compact, stylish and featuring great Canon optics, each new PowerShot model provides the exceptional photo quality and video performance to help users have fun and get creative with incredible imaging.

The new cameras offer great features such as Canon's Smart AUTO technology enabling even novice users to get optimal camera performance automatically, so whether photographing a running child, or a solo recital on stage, the cameras deliver spectacular images with ease. The Smart AUTO technology allows the camera to detect up to 58 scenes for the PowerShot ELPH 330 HS and 32 scenes for the ELPH 120 IS, ELPH 115 IS and A2500. All four models also feature ECO Mode, a new feature that reduces power consumption and provides approximately 30 percent longer battery life, allowing you to shoot more photos for a longer amount of time. Providing great performance in dimly-lit situations, the ELPH 330 HS digital camera includes the Company's HS SYSTEM, which delivers clear images with minimal noise and maximum detail.

"With the introduction of these sleek new models to our family of PowerShot digital cameras, we are able to provide our customers with a range of imaging options, including more models with wireless connectivity to upload and share their amazing creative images," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada.

### **PowerShot ELPH 330 HS Digital Camera**

Photography today is as much about image quality as it is about sharing, whether through prints or online communities. With this in mind, the PowerShot ELPH 330 HS digital camera builds upon the success of the PowerShot line with built-in advanced wireless capabilities to easily share high quality images captured with an impressive 10x optical zoom lens and 12.1-megapixel High-Sensitivity CMOS image sensor. After an initial one-time set-up, the camera can connect to a variety of mobile devices for quick and easy sharing. Users may launch Canon's free CameraWindow application, available on both the iOS and Android operating systems, to wirelessly transfer photos and videos from the camera to their device. Frequently-used devices and accounts are conveniently stored in the camera's wireless history menu for quick one-touch access.

With these enhanced wireless capabilities, users now have the ability to comment on their uploaded photos directly from the camera so being part of conversations taking place on social networking sites is easy and convenient. In addition, individuals can control the destination of Facebook uploads, choosing to share content with everyone or post photos only to selected Facebook groups. Users can also instantly upload images wirelessly from the camera to Canon iMAGE GATEWAYiii and automatically upload them

to a computer remotely. Photos can also be printed wirelessly using Wireless PictBridgeiv on select Canon wireless inkjet printers, including the new PIXMA MG6320 Photo All-In-One printer, so special moments can be preserved and cherished.

A fantastic multipurpose camera, the ELPH 330 HS provides a 10x optical zoom lens taking images from 24mm up to 240mm wide at the telephoto end, and is able to capture that group shot or zoom in for a dynamic close-up. Great even in low light, the camera's 12.1-megapixel High-Sensitivity CMOS image sensor and DIGIC 5 image processor combine and deliver on Canon's HS SYSTEM, helping ensure detail is captured in dark or shadowed areas at a maximum ISO speed of 6400. For capturing memorable moments on video, the PowerShot ELPH 330 HS shoots beautiful 1080p Full HD video at the touch of a dedicated movie-record button and includes a built-in stereo microphone for great sound. Helping document vacations with your own personal highlight reel, the camera's new Hybrid AUTO modes utilizes a combination of Smart AUTO and Intelligent IS to create a beautiful and steady HD video clip (up to approximately 4 seconds) in Movie Digest mode every time you shoot a still image. Helping ensure you don't miss those magic moments, the camera features both High Speed AF for fast focusing speed and High-Speed Burst for continuous capture at up to 6.2 frames per second while maintaining superb image quality. The combination of features, including wireless connectivity, Canon's Intelligent IS system and ECO Mode, help make the ELPH 330 HS a great imaging companion for vacations, all-day sporting events, or family parties.

Expected to hit store shelves in March, the PowerShot ELPH 330 HS will be available in three modern colours: black, silver and pink for an estimated retail price of \$239.99.

#### **PowerShot ELPH 120 IS and ELPH 115 IS Digital Cameras**

The new pocket-able PowerShot ELPH 120 IS and ELPH 115 IS both feature an 8x optical zoom lens (28-224mm), which provides a focal range to capture almost any situation. Both cameras also include an incredible 16-megapixel image sensor and DIGIC 4 image processor for exceptional image quality. For those photographers who "shoot it all" and seamlessly move from scene to scene, the ELPH 120 IS and ELPH 115 IS provide Canon's Smart AUTO mode, which intelligently selects the proper camera settings based on 32 predefined shooting situations for capturing spectacular images in a variety of settings with ease. For creative video capture, users can record HD video with a built-in microphone for great sound. The PowerShot ELPH 120 IS and ELPH 115 IS also include Canon's unique Intelligent IS system technology, matching the lens movement with one of six stabilization modes for smooth video and sharp still images. These cameras also include Canon's new ECO Mode, allowing you to shoot more photos for a longer amount of time.

With the PowerShot ELPH 120 IS, shutter bugs can also enjoy the camera's enhanced wireless capabilities by sharing high-quality images with friends and family while on-the-go. To make connecting easy, a new wireless history menu lists the last three connections used for uploading and sharing images. For users who want to share their images with friends and family, the advanced wireless functionality with social networking sites such as Facebook, Twitter and YouTube lets users comment directly from the camera. In addition, users can share images and comment to Facebook groups directly, so the effort of first sending the images to a smartphone and then posting to Facebook is no longer necessary.

With anticipated in-store availability in March, the PowerShot ELPH 120 IS will be available in black and blue at an estimated retail price of \$199.99. The PowerShot ELPH 115 IS is expected to be in stores in April and will be available in blue, silver, and black at an estimated retail price of \$169.99.

#### **PowerShot A2500 Digital Camera**

Rounding out Canon's new PowerShot lineup is the PowerShot A2500, which includes a 16-megapixel image sensor and DIGIC 4 Image Processor, as well as a 28mm wide-angle lens with 5x optical zoom that can extend out to 140mm at the telephoto end. The camera also features Canon's Smart AUTO mode, which analyzes each scene to intelligently select camera settings based on 32 predefined shooting scenarios to help capture stunning images with ease. The PowerShot A2500 can also capture great video, recording HD through a dedicated movie button. Helping ensure crisp images is Canon's Digital IS, which compensates for camera shake. For travelers and those on the go, Canon's new ECO Mode

conserves battery life allowing you to shoot more photos over a longer period of time. For those photographers looking to be a little more creative, the camera also features various Scene Modes such as Fisheye Effect, Toy Camera Effect and Monochrome to help provide additional creative freedom when capturing your photos. And for those just learning the art of photography, a Help Button will provide simple explanations of camera settings and functions.

Expected for sale in April, the PowerShot A2500 will be available in red and black at an estimated retail price of \$149.99.

#### **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.

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i This software enables you to upload images to social network services. 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 through this software.

ii Compatible with iOS version 5.1/6.0 or later and Android devices version 2.3/4.0 or later. Data charges may apply.

iii One-time registration is required on CANON iMAGE GATEWAY online photo album.

iv PictBridge (Wireless LAN) certified printer is required.