

NEW CANON POWERSHOT CAMERAS HELP CAPTURE HIGH-QUALITY IMAGES WITH SIMPLICITY

MISSISSAUGA, ON, 7 January 2013 – Canon Canada Inc., a leader in digital imaging solutions, today announced the PowerShot ELPH 130 IS, A3500 IS, A2600, and the A1400 digital cameras to capture emotions and memories to share in stunning quality. To give consumers a simple, yet enhanced image sharing experience, Canon's built-in wireless¹ functionality has evolved with new options that help make posting on social networking sites easy. Also for users who are constantly on the move, each of the new camera models are outfitted with ECO Mode, a new feature that provides approximately 30 percent longer battery life when enabled, allowing them to shoot more photos for a longer amount of time.

"Our new PowerShot models have advanced features that give photographers an enhanced high-quality imaging experience allowing them to fulfill their day-to-day photography needs, express their vision and tell their story with ease, at a great value," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada, a wholly owned subsidiary of Canon USA.

PowerShot ELPH 130 IS Digital Camera

The wireless functionality built into the PowerShot ELPH 130 IS digital camera is easy and intuitive and provides users with more connectivity options. With the download of the free Canon CameraWindow app² from an Android™ or iOS® app store, users can connect to both iOS or Android™ smartphones and tablets³ to wirelessly transfer photos and videos from their camera to their device. This camera also has the ability to connect directly to social networking sites using Canon's iMAGE GATEWAY⁴, making photos easily accessible and ready to share. In addition, the PowerShot ELPH 130 IS digital camera has the ability to connect to computers and select PowerShot cameras with wireless functionality, making it possible for images to be available in various locations. And for even more connectivity options, photos can be printed using PictBridge⁵ on select Canon printers, including the new PIXMA MG6320, PIXMA MX922 or PIXMA MX722 Wireless Photo All-In-One printers.

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 directly comment to Facebook groups, so the effort of first sending the images to a smartphone, and then posting to Facebook is no longer necessary.

Additionally, with features such as an ECO Mode to help conserve battery life, an 8x-Optical Zoom with 28mm wide-angle lens, and 16-megapixel sensor with a DIGIC 4 Processor, the PowerShot ELPH 130 IS digital camera is a stylish, versatile and easy-to-use camera with advanced technologies for a great shot any time. Adding to its appeal, the camera also features Smart AUTO, which provides an effortless way to get great images in many situations. The 3-inch LCD screen and Intelligent IS also makes photographing easy, with a compact and sleek design. The PowerShot ELPH 130 IS digital camera will be available in two stylish colours: red and grey and is scheduled to be available in February for an estimated retail price of \$209.99.

PowerShot A3500 IS Digital Camera

For the first time, the incredible ease of use of a PowerShot A-Series Digital Camera is married with the connectivity of built-in wireless. The PowerShot A3500 IS provides easy and intuitive connectivity options, including the new wireless history menu for easy sharing. Featuring a 16-megapixel sensor with a DIGIC 4 Processor, and a Genuine Canon Lens with Optical Image Stabilization and 5x-Optical Zoom, the PowerShot A3500 IS allows users to capture high-quality details and wide landscapes. This user-friendly digital camera also comes equipped with a new ECO mode, which increases battery life by dimming and then turning off the 3-inch LCD when not in use. Smart AUTO with 32 predefined shooting scenes takes the guesswork out of capturing the perfect picture, and HD video allows users to relive memorable moments in detail. The PowerShot A3500 IS digital camera is scheduled to be available in March in four colour options: black, red, purple and silver, for an estimated retail price of \$169.99.

PowerShot A2600 Digital Camera

The PowerShot A2600 digital camera is an ideal user-friendly camera that creates high-quality images. It features a 16-megapixel sensor and 5x-Optical Zoom 28mm wide-angle lens to capture memories that last a lifetime. To make shooting simple, Smart AUTO automatically recognizes and chooses the best settings for 32 common shooting scenarios. 720p HD video is also available with a dedicated movie button to make memories come alive in vivid, lifelike detail. For users that are accustomed to the hustle and bustle of daily life, but looking to treasure those busy moments, the PowerShot A2600 digital camera also comes equipped with a new ECO mode which assists with battery conservation by turning off the 3-inch LCD screen when idle. In addition, Digital IS reduces the effect of camera shake and subject movement to help produce crisp, clear images. The PowerShot A2600 digital camera is scheduled to be available in February in three colour options: black, red and blue, for an estimated retail price of \$149.99.

PowerShot A1400 Digital Camera

With an optical viewfinder, 16-megapixel sensor with a DIGIC 4 Processor, the PowerShot A1400 digital camera gives even the novice photographer the ability to capture spectacular images with ease. The 28mm wide-angle lens with 5x optical zoom aids in capturing great shots from a distance. The PowerShot A1400 digital camera is also equipped with HD Video, and ECO Mode that gives users a camera that is full of features, yet easy to use and economical, allowing for a high-quality imaging experience at a great value. In addition, the PowerShot A1400 digital camera is powered by two AA batteries, allowing for easy replacement whether you are away on an overseas vacation or spending the weekend camping. To make it possible to capture the most cherished moments, the PowerShot A1400 digital camera features Digital IS to help reduce the effects of camera shake and subject movement and a help button that gives users answers to common questions they may have about the camera's many high-quality functions. For even more imaging options, the PowerShot A1400 digital camera includes scene modes such as fisheye effect, toy camera effect and monochrome that give users creative freedom. The PowerShot A1400 digital camera is scheduled to be available in February for an estimated retail price of \$119.99.

For more information, and a full list of product specifications, visit www.canon.ca.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc. 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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Specifications subject to change without notice.

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

1 Built-in wireless functionality allows you to wirelessly transfer your images to social networking sites through CANON iIMAGE GATEWAY; to a PC or upload virtually anywhere on your iOS® or Android™ device with the free download of the Canon CameraWindow app.

2 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.

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

4 One-time registration is required on CANON iIMAGE GATEWAY online photo album.

5 PictBridge (Wireless LAN) certified printer is required.