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NEWS

CANON ENHANCES CONNECTIVITY AND IMAGE QUALITY WITH NEW VIXIA LINEUP

Three New VIXIA HF R-Series Camcorders Offer Live Streaming and Remote Shooting; New VIXIA HF G-Series Camcorder Demonstrates Enhanced Imaging and Low-Light Shooting Capabilities

MISSISSAUGA, ON, 7 January 2013 – Canon Canada Inc., a leader in digital imaging solutions, today unveiled four new camcorders for its VIXIA lineup, with the introduction of three VIXIA HF R-series camcorder models, the VIXIA HF R42, VIXIA HF R40 and VIXIA HF R400, and the expansion of the acclaimed G-series line with the new VIXIA HF G20 camcorder. Compact and portable, the new VIXIA HF R42 and VIXIA HF R40 camcorder models are designed to capture and share life's every day moments with a 53x Advanced Zoom, SuperRange Optical Image Stabilization, innovative wireless streaming and remote control features. Excellent for low-light shooting conditions, the new VIXIA HF G20 camcorder model offers an enhanced HD CMOS Pro Image Sensor and professional-grade functionality.

"Being able to capture and instantly share memories as they happen is a necessity in today's always-on society," 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. "With two of Canon's new VIXIA camcorders, people can have those advanced wireless capabilities that give them the convenience they need, without sacrificing on the quality of their images."

VIXIA HF R-Series Camcorder Models

Designed for everyday shooting, Canon's expanded VIXIA HF R-series camcorder lineup improves upon numerous features, including image quality, sharing capabilities and the user experience.

High-Quality Imaging

With 53x Advanced Zoom and a Genuine Canon HD Video Lens, capturing memories in crisp High Definition video is easier than ever on Canon's new VIXIA HF R-series camcorders. The new lineup also offers a 3.28 Megapixel Full HD CMOS Image Sensor, an improved image stabilization system and a new DIGIC DV IV Image Processor for impressive low-light performance. In addition, the new camcorders offer Full HD MP4 (up to 35Mbps) and AVCHD Progressive (up to 28Mbps) 60p recording, so memories are captured in stunning image quality.

Enhanced Connectivity and Mobile Sharing

With connectivity and instant sharing in mind, the VIXIA HF R42 and HF R40 camcorders offer several tools and features that make uploading content easy and convenient. The VIXIA HF R42 and HF R40 camcorders feature built-in wireless capability, allowing each camcorder to connect and stream live content to a variety of devices, including smartphones, tablets and PCs. Users can instantly upload their videos to social networking sites through CANON IMAGE GATEWAY# or share footage via email to send to friends and family so content can be enjoyed immediately after it is captured.

Also new to the VIXIA HF R-series camcorder lineup is Remote Browser†, a feature that allows users to preview or download files to a smartphone, tablet or PC when using a web browser. Once both devices are wirelessly connected, users can download or play back their videos instantly without the need for an application or other software.

Canon's free Movie Uploader app*, available on the iOS® platform, allows users to send video directly to a smartphone or tablet for instant online sharing. Through the free CameraAccess app**, available for iOS® and Android™ platforms, individuals can stream live and control their VIXIA HF R42 or VIXIA HF R40 camcorder directly from their smartphone or tablet with the ability to access the camcorder's record, pause and zoom functions.

These new mobile and live-streaming applications offer numerous benefits, such as using the VIXIA HF R42 or VIXIA HF R40 camcorder to record activities remotely, or setting the device to function as a baby monitor or security camera.

Convenience and Recording Flexibility

For the ultimate in recording convenience, the VIXIA HF R42 camcorder provides 32 GB of internal memory and the VIXIA HF R40 camcorder provides 8GB – while all VIXIA HF R-series camcorders offer the flexibility of capturing footage to an SD memory card. The new VIXIA HF R-series camcorders feature a new easy-to-use 3.0-inch capacitive touch panel screen for intuitive functionality. All of the new VIXIA HF R-series camcorders offer a higher capacity battery, nearly doubling the recording length over previous models. Users now also have the option of creating stunning, high-quality 60p MP4 files (1920x1080 at up to 35Mbps) in addition to AVCHD Progressive (1920x1080 at up to 28Mbps) for added flexibility. With the new Dual Recording feature, users won't need to choose between recording formats, as each VIXIA HF R-series camcorder can capture both simultaneously.

VIXIA HF G20 Camcorder

The VIXIA HF G20 camcorder includes a variety of high-level features that make it an excellent option for users in search of a user-friendly camcorder with professional-level functionality.

Exceptional Image Quality

With a 10x Optical Zoom and Genuine Canon HD Video Lens, the VIXIA HF G20 camcorder records stunning video in 1080p Full HD so every imaginative scene is captured. This new camcorder features an enhanced HD CMOS PRO Image Sensor, improving low-light performance by 20% over its predecessor. Canon's sophisticated SuperRange Optical Image Stabilizer combined with Intelligent IS helps correct camera shake, so even hand-held video taken at long focal lengths is sharp and steady.

Premium Recording Capabilities

To help ensure a creative moment is never missed, the VIXIA HF G20 camcorder offers Pre-Record, a feature that allows users to automatically capture three seconds of footage before they press the record button. In addition, the new VIXIA G-series camcorder offers up to 12 hours of full HD recording, and provides 32GB of internal memory along with the option of recording to two SD card slots. Operation of the camera is easy and intuitive with a high-resolution 922K-dot, 3.5-inch touch panel screen. With Cinema-Look filters, Shooting Assist and Smart AUTO, users can experiment with a variety of imaging modes and easily identify optimum audio settings to give their videos a rich and dynamic tone.

Pricing & Availability

The VIXIA HF R42, VIXIA HF R40, and VIXIA HF R400 camcorders are scheduled to be available in March for an estimated retail price of \$499.99, \$399.99, and \$329.99, respectively. The VIXIA HF G20 is scheduled to be available in February for an estimated price of \$1,099.99.

For more information, and a full list of product specifications, visit <http://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.

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 5/6 or later and Android version 4.0 for select devices. AVCHD recording is not supported for this function. On iOS devices, MP4 60p recording is not supported; only the playback function is available.

* 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. Compatible with iOS version 5/6 or later for select devices. MP4 60p and AVCHD recordings are not supported for this function.

** Compatible with iOS version 5/6 or later or Android version 2.3/4.0 for select devices. MP4 60p and AVCHD 60p recordings are not supported for this function.

As of the date of this release, the VIXIA HF G20 camcorder, VIXIA HF R42camcorder, VIXIA HF R40 camcorder and VIXIA HF R400 camcorder have not been authorized as required by the rules of the Federal Communications Commission. These devices are not, and may not be offered for sale or lease, or sold or leased, until authorization is obtained.