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NEWS

CANON INTRODUCES THE NEW AND POWERFUL EOS 70D DIGITAL SLR CAMERA FEATURING INSTANT AND ACCURATE FOCUSING OF STILL IMAGES AND VIDEO

Designed to Change the Way Photographers Capture Images and Video, New Camera Features Newly-Developed Dual Pixel CMOS AF Technology, Built-in Wireless Capability, 20.2 Megapixel CMOS Sensor, DIGIC 5+ Image Processor, and More

MISSISSAUGA, ON, July 2, 2013 – Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, is proud to introduce the high performance EOS 70D Digital SLR camera – bringing advanced features to photo enthusiasts looking for a step up from their entry-level digital SLRs. Featuring an innovative new Dual Pixel CMOS AF system for instant and precise focusing of video as well as still images, the EOS 70D also provides outstanding image quality and performance thanks to its new 20.2 megapixel APS-C Canon CMOS sensor and Canon’s superb DIGIC 5+ Image Processor.

Canon’s newly-developed Dual Pixel CMOS AF, a phase-detection autofocus (AF) technology on the camera’s image sensor plane, enables users to shoot video with the new EOS 70D close to the quality of the video shot with a camcorder. Dual Pixel CMOS AF employs a revolutionary CMOS sensor on which all of the effective pixels are able to perform both still imaging and phase-detection AF simultaneously to achieve dramatically improved AF performance over other EOS cameras during Live View shooting and when shooting video.

Compared with Canon’s conventional Live View AF systems, Dual Pixel CMOS AF realizes shorter focusing times, exceptional tracking performance and smoother autofocusing during video shooting. And, because Live View shooting can be used in a manner similar to using the camera’s viewfinder, the fast and smooth AF performance allows users to concentrate more attention on the subject and composing the photo when shooting. Dual Pixel CMOS AF also supports 103¹ models of EF lenses (including many earlier models), enhancing a photographer’s creative options as well as maximizing the benefit of Dual Pixel CMOS AF in a variety of situations.

“The new EOS 70D Digital SLR camera is a game-changing DSLR model that incorporates advanced features for high-quality still and video capture and intuitive operation that allows photographers to evolve their creative vision from shooting still images to shooting moving images,” said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada. “This camera’s outstanding image quality combined with built-in wireless technology and popular creative functions and filters makes it easy to turn photos into works of art and share them immediately.”

Wireless Connectivity

The EOS 70D Digital SLR camera’s built-in wireless transmitter offers users several connectivity options to easily share their images. With the download of the free EOS Remote app² from the Apple App Store or the Google Play store, users can connect to both iOS[®] or Android[™] smartphones and tablets³ to wirelessly transfer photos and videos from their camera to their device. They can also control aperture, shutter speed, and ISO from their smartphone. This camera also has the ability to connect directly to Canon’s iMAGE GATEWAY⁴, making photos easily accessible and ready to share on social networking sites. In addition, the EOS 70D has the ability to connect wirelessly to computers, DLNA devices, Wi-Fi

Certified[®] Canon cameras and wireless PictBridge⁵ compatible printers, such as the PIXMA MG6320 Wireless Photo All-In-One printer model.

Superb Still Performance

Featuring a new 20.2 megapixel APS-C Canon CMOS sensor and Canon's superb DIGIC 5+ Image Processor, as well as an extensive ISO range of 100–12800 (expandable to 25,600), the EOS 70D Digital SLR camera is capable of producing sharp, detailed images, even in low-light conditions. And with high-speed continuous shooting of up to 7.0 frames per second (fps) united with a 19-point all cross-type AF system (including a high-precision f/2.8 dual cross-type AF center point), the new EOS 70D allows photographers to easily capture accurately focused fast moving subjects. In addition, the camera's Scene Intelligent Auto Mode delivers optimized photos and offers outstanding scene detection for amazing results even when shooting in low light.

The EOS 70D also incorporates a 63-zone Dual Layer IFCL (Intelligent Focus, Colour & Luminance) AE metering system which enhances accurate exposures by minimizing random metering errors caused by varying subject colours and light sources. Other useful features include a built-in Electronic Level Function, Manual WB settings and AF Microadjustment.

Enhanced EOS Full HD Movie Mode for Professional Quality Video

With Canon's new Dual Pixel CMOS AF system and Movie Servo AF, the camera provides continuous phase-detection AF during video recording for quick and accurate focus tracking of moving subjects in the central 80% of the imaging area. While shooting with any of Canon's Stepping Motor (STM) lenses, such as the new EF-S 18-55mm f/3.5-5.6 IS STM lens, motor noise from the lens is significantly reduced so the camera will only capture the stereo sound of the scene being recorded. For added flexibility, the EOS 70D Digital SLR camera also features a built-in stereo microphone with manual audio level adjustment and an attenuator function to reduce audio clipping, an accessory jack for external stereo microphones and Video Snapshot mode with editing for expanded video shooting options. When users select the EOS Video mode, the EOS 70D offers the ability to shoot in 1080p Full HD video up to 30 fps in either ALL-I or IPB codecs with optional embedded time code, matching the flexibility of other current EOS cameras such as the EOS-1D X, EOS 5D Mark III, and EOS 6D models.

Expanding Creativity

The EOS 70D Digital SLR camera provides advanced amateur photographers and photo hobbyists looking to hone their creative and technical skills with an innovative range of in-camera imaging features such as High Dynamic Range, Multiple Exposure, Handheld Night Scene and HDR Backlight Control modes that allow for expanded creativity. The new camera is also equipped with built-in RAW Image Processing and Image Resizing functions.

And when any one of the seven Creative Filters is applied in Live View, users can preview the effect of the filter on the 3-inch Vari-Angle Touch Screen monitor without having to shoot the image first. Users can pick from effects such as Art Bold, Fish-eye, Water-painting, Grainy Black and White, Soft Focus, Toy Camera, and Miniature and choose the one that best expresses their creative vision before or after the image is captured.

All of these features, when combined with a high-resolution Vari-angle Touch Screen 3.0-inch Clear View LCD monitor II with intuitive touch controls featuring multi-touch operation and Touch AF, make the EOS 70D the ideal camera choice for photographers looking for the best in imaging technology.

The EOS 70D is compatible with the full line of Canon EF and EF-S lenses as well as SD/SDHC/SDXC memory cards, including Ultra High Speed (UHS-1) cards.

Availability

The EOS 70D Digital SLR camera is scheduled to be available in September 2013 for an estimated retail price of \$1299.99 for the body alone and \$1449.99 bundled with an EF-S 18-55mm f/3.5-5.6 IS STM lens or \$1649.99 bundled with the EF-S 18-135mm f/3.5-5.6 IS STM lens. Also available will be a new Battery

Grip BG-E14 that conveniently accepts up to two LP-E6 battery packs or a set of six AA batteries for an estimated retail price of \$329.99.

For more information about the Canon EOS 70D Digital SLR Camera, the full list of product specifications and compatible lenses, visit www.canonfeatures.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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Availability, prices, and specifications of all products are subject to change without notice. Actual prices are set by individual dealers and may vary.

¹ As of July 2, 2013.

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 iMAGE GATEWAY ONLINE PHOTO ALBUM.*

⁵ *PictBridge (Wireless LAN) certified printer is required.*