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NEWS

CANON CANADA ANNOUNCES WORLD'S SMALLEST AND LIGHTEST DSLR CAMERA*

New EOS Rebel SL1 Digital SLR Camera Fuses Advanced Image Quality and Features into an Ultra-Portable Body

MISSISSAUGA, ON, 21 March 2013 – Continuing the quest to deliver superb product innovations, Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, today announced the world's smallest and lightest DSLR* camera: the EOS Rebel SL1 Digital SLR camera. The EOS Rebel SL1 features a newly-developed 18.0-megapixel CMOS (APS-C) sensor and high-performance DIGIC 5 Image Processor for exceptional image quality and speed. With its combination of lightweight size, ease of use and outstanding image quality, the EOS Rebel SL1 is perfect for users looking for the ideal camera to bring sightseeing on vacation or to capture the everyday.

"The EOS Rebel SL1 Digital SLR Camera represents a new era in DSLR versatility: ultra-portable, full-featured DSLR cameras," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada. "The EOS Rebel SL1 combines the high speed, high image quality and expanded shooting range of a DSLR camera, with the easy and fun usability of a point-and-shoot camera."

Advanced Image Quality in a Compact Body

As the world's smallest and lightest DSLR, the new camera body is 4.6 (w) x 3.57 (h) x 2.74 (d) inches, and weighs only 14.36 oz.** In comparison, the EOS Rebel SL1 is approximately 25 per cent smaller and 28 per cent lighter than the EOS Rebel T4i digital camera.

The EOS Rebel SL1 features an 18.0-megapixel CMOS (APS-C) sensor that performs exceptionally well in both bright and dimly-lit shooting environments with an ISO range of 100-12800 (expandable to H: 25600) for photos and ISO-6400 (expandable to H: 12800) for video. Canon's DIGIC 5 Image Processor technology allows for exceptional image quality and shooting speed up to four frames per second (fps).

The camera includes a new nine-point centre cross-type autofocus (AF) system to help achieve fast, sharp focus. The new AF system also includes a new Hybrid CMOS AF II sensor, which provides a wider focus area when shooting photos or video in Live View mode, and a continuous AF speed that's increased from previous EOS models.

To help capture video with ease, the EOS Rebel SL1 features Canon's Movie Servo AF, which provides continuous AF tracking of moving subjects. When shooting video with one of Canon's new STM lenses, such as the EF-S 18-55mm f/3.5-5.6 IS STM, available in the standard lens kit, Movie Servo AF takes advantage of the lens' stepping motor for smooth and quiet continuous AF. The camera is capable of Full HD shooting in a number of recording sizes and frame rates, and enables easy manual control of exposure, focus and Live View features. The combination of Canon's new Hybrid CMOS AF system II and EF-S 18-55mm f/3.5-5.6 IS STM lens is ideal for shooting video helping to ensure only the sounds of the scene are recorded.

Allowing for clear and easy viewing even in bright environments, the Touch Screen 3.0-inch Clear View LCD monitor II provides a rich and expansive display as well as providing intuitive touch panel operation. Two finger touch gestures (multi-touch) can be easily used for zooming or changing images, accessing menu and quick control settings, and activating focus point and shutter release while shooting.

Creativity at your Fingertips

The EOS Rebel SL1 encourages users to explore their creative side with a wide array of features for convenience and simple shooting. The EOS Rebel SL1 is equipped with Scene Intelligent Auto Mode, an advanced function that detects faces, colours, brightness, movement, contrast, distance and other factors and automatically adjusts and selects the exposure method needed. The results are photos with a wide dynamic range, ideal for users without advanced photography knowledge or experience.

Users can also access advanced imaging features like the new Effect Shot mode, which automatically creates two different shots, one with a selected creative filter and one without. In addition, Creative Filters and Background Blur Simulation can now be displayed in real time during Live View shooting. Editing photos is also a snap with the Rebel SL1's in-camera editing and cropping functionality. This feature allows users to view and crop the image using the camera's LCD touch screen and save the edited version as a separate file.

For those who would like to take beautiful photos with ease, the EOS Rebel SL1 offers a variety of scene modes to explore. New special scene modes include Kids, Food and Candlelight, giving users advanced presets to help ensure the best possible photos even under difficult shooting conditions.

Pricing and Availability

The new EOS Rebel SL1 Digital SLR Camera will be available in April for an estimated retail price of \$679.99 for the body alone or \$829.99 bundled with the new EF-S 18-55mm f/3.5-5.6 IS STM kit lens.

For EOS Rebel SL1 product specification or information on the entire EOS Rebel line of cameras, visit www.canonfeatures.ca/new-products.

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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†Based on weekly patent counts issued by United States Patent and Trademark Office.
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* Among digital SLR cameras which use APS-C size equivalent sensors. As of March 1, 2013.

** Weight specifications are for camera body only; does not include battery or memory card