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NEWS

NEW CANON EOS REBEL T5i DIGITAL SLR CAMERA PACKS PERFORMANCE WITH NEW CREATIVE CONTROLS

MISSISSAUGA, ON, 21 March 2013 – Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, is proud to introduce a new flagship model to its popular EOS Rebel line, the EOS Rebel T5i Digital SLR Camera. The incredible image quality and performance starts with an 18.0 Megapixel CMOS (APS-C) sensor and Canon's superb DIGIC 5 Image Processor. Combined with an extensive ISO range of 100–12800 (expandable to 25600 in H mode), the EOS Rebel T5i boasts crisp, detailed images, even in low-light conditions. With a continuous shooting speed of up to 5.0 frames per second (fps) united with nine all cross-type AF focus points, the new EOS Rebel T5i allows photographers the opportunity to shoot with ease, even in challenging shooting situations.

When shooting in Live View mode, the Hybrid CMOS AF system enables speedy and accurate autofocus for photos and video. Coupled with Canon's new EF-S 18-55mm f/3.5-5.6 IS STM lens, available in the standard kit lens bundle, the EOS Rebel T5i takes full advantage of the Stepping Motor (STM) technology, which allows the lens to smoothly and silently focus on the subject whether it is moving or standing still. When combined with the camera's high-resolution Vari-angle Touch Screen 3.0-inch Clear View LCD monitor II and intuitive touch controls, the EOS Rebel T5i stands as Canon's most "consumer-friendly" DSLR.

"Built to make advanced photography creative and fun, the EOS Rebel T5i Digital SLR camera gives users exceptional image quality and fast, intuitive operation along with creative functions to help advance photographic expression," said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada.

Expand Your Creativity with New Advanced Features

The EOS Rebel T5i provides amateur and advanced photographers looking to hone their creative and technical skills with a range of features that allow for crisp, clear images.

Whether adding saturation to a vivid landscape or applying a unique, vintage touch to a portrait, users who want to express their creativity can experiment with different effects and settings, composing a shot, by using one of Canon's seven Creative Filters. When the Creative Filters are applied in Live View, users can preview the filter on the vari-angle 3.0 inch LCD touch screen without having to shoot the image first. Effects such as ArtBold, Water Painting, Grainy Black and White, Soft Focus, Toy Camera, Fish-Eye and Miniature let users pick and choose how to best express their creative vision before or after the image is captured.

The EOS Rebel T5i features advanced shooting modes to take creative imaging even further. When using one of the advanced shooting modes such as Handheld Night Scene, HDR Backlight Control or Multi-Shot Noise Reduction, multiple images are taken and combined within the camera to help capture a wide dynamic range. Providing quick and easy accessibility, a new mode dial with Scene modes has been included, allowing users the flexibility to select the subject matter while the camera determines the optimal settings.

Enhanced EOS Full HD Movie Mode

The EOS Rebel T5i offers easy to use professional video capture. When users switch to EOS Full HD Movie mode, the EOS Rebel T5i offers the ability to shoot in 1080p Full HD video in a number of recording sizes and frame rates. With Canon's Hybrid CMOS AF System and Movie Servo AF, the camera provides continuous AF for focus tracking of moving subjects by helping to reduce the camera's need to "hunt", resulting in a quick and smooth continuous AF. While shooting with one of Canon's Stepping Motor (STM) lenses, such as the new EF-S 18-55mm f/3.5-5.6 IS STM lens, the camera will only capture the stereo sound of the scene being recorded. For added flexibility, the EOS Rebel T5i also features a built-in stereo microphone with manual audio level adjustment to enhance sound quality.

Expanded Lineup of STM Lenses

Canon is expanding the lineup of STM lenses, giving users three choices that will allow for the capture of stunning images and video with the EOS Rebel T5i – the EF-S 18-135mm f/3.5-5.6 IS STM, the EF 40mm f/2.8 STM and the new EF-S 18-55mm f/3.5-5.6 IS STM lens. The EF-S 18-55mm f/3.5-5.6 IS STM lens offers high magnification in a compact and lightweight EF-S standard zoom lens with an optical image stabilizer for up to four equivalent stops for shake correction. When paired with the Hybrid CMOS AF, it allows for smooth and quiet, continuous AF for photo and video capturing - making it the perfect combination for preserving those once in a lifetime moments.

Availability

The EOS Rebel T5i Digital SLR camera will be available in April for an estimated retail price of \$779.99 for the body alone; \$929.99 bundled with an EF-S 18-55mm f/3.5-5.6 IS STM lens kit, and \$1,129.99 with the EF-S 18-135mm f/3.5-5.6 IS STM lens kit.

The new EF-S 18-55mm f/3.5-5.6 IS STM lens will also be available separately in April at an estimated retail price of \$279.99.

For more information about the Canon EOS Rebel T5i Digital SLR Camera, the full list of product specifications and compatible lenses 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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