

CANON CANADA INTRODUCES TWO NEW SUPER ZOOM POWERSHOT MODELS PROVIDING LONG TELEPHOTO LENSES, COMPACT DESIGNS AND ADVANCED CONNECTIVITY

Highlighted Features Include a New DIGIC 6 Processor With Impressive Low-Light Performance, Shooting Speed of up to 14 Frames-Per-Second and Enhanced Image Quality

MISSISSAUGA, ON, 21 March 2013 – Fusing portability with high-quality image technology, Canon Canada Inc., a leader in digital imaging solutions celebrating its 40th anniversary, today announced the new 12.1-megapixel, 20x Optical Zoom PowerShot SX270 HS and PowerShot SX280 HS Digital Cameras, the latter featuring built-in Wi-Fi® and GPS technology. Amazingly compact, the PowerShot SX280 HS and SX270 HS digital cameras are the first Canon cameras to feature Canon's DIGIC 6 Image Processor, the most advanced processor to date, delivering incredible detail and fast continuous shooting performance.

“Canon recognizes the importance of capturing the highest quality images possible and sharing them instantly and easily,” said Ian Macfarlane, Senior Vice-President and General Manager, Imaging Technologies & Communications Group and Market Development Group, Canon Canada. “The PowerShot SX280 HS and SX270 HS Digital Cameras with their impressive features provide users the resources to shoot in almost any situation and the creative tools to help capture their vision.”

Share Great Images Wirelessly

The PowerShot SX280 HS digital camera's Wi-Fi® connectivity offers users connectivity options to share their beautiful images. With the download of the free Canon CameraWindow app¹ from an Android™ or iOS® store, users can connect to both iOS® or Android™ smartphones and tablets² 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 and to Canon's iMAGE GATEWAY³, making photos easily accessible and ready to share. In addition, the PowerShot SX280 HS digital camera has the ability to connect wirelessly to computers, select PowerShot wireless cameras, and wireless PictBridge⁴ compatible printers, such as the PIXMA MG6320 and MG5420 Wireless Photo All-In-One printer models.

Powerful and Versatile 20x Optical Zoom Lens

Providing users the ability to capture images with stunning quality, both digital cameras feature a 25mm wide angle lens and impressive 20x optical zoom (up to 500mm) providing versatility in a pocket-sized camera. At wide angle, the PowerShot SX280 HS and SX270 HS digital cameras are ideal for capturing lasting memories of family and friends at get-togethers as well as stunning landscapes. The lens' super telephoto reach allows photographers to bring subjects in close and is perfect for capturing images at sporting events, distant nature scenes and wildlife in their natural habitat.

Exceptional Images and Fast Performance

The PowerShot SX280 HS and SX270 HS digital cameras are packed with a variety of impressive imaging features that help ensure moments are preserved in stunning quality. In conjunction with the PowerShot SX280 HS and SX270 HS digital cameras' 12.1-megapixel High-Sensitivity CMOS image sensor, the DIGIC 6 Image Processor creates the Canon HS SYSTEM. This system is responsible for these digital cameras' improved low-light performance up to ISO 6400, with minimal noise and maximum detail.

In addition, the PowerShot SX280 HS and SX270 HS digital cameras feature advancements in Canon's Auto Focus (AF) system with improved AF times and reduced lag over previous SX-series models. The responsive high-speed AF helps users to capture great shots as they happen, with reduced lag time. Adding to the camera's diverse feature-set is High-Speed Burst HQ which allows for continuous, fast-action, high-resolution shots at up to 14fps. With incredible zoom capabilities, fast and responsive AF, stunning resolution and easy-to-use features, the PowerShot SX280 HS and SX270 HS digital cameras are perfect for vacationing or capturing a morning soccer game.

Further advancements attributed to DIGIC 6 Image Processor can be experienced in movie mode, which records in MP4 format. For added flexibility, the PowerShot SX280 HS and SX270 HS digital cameras allow you to shoot video in a selectable frame rate of up to 60 fps or up to 30 fps resulting in smooth and rich 1080p Full HD video. Users will also notice improved image stabilization with Dynamic IS, which detects and can compensate for tilt and parallel movement (shift blur) to help create improved video clarity.

Simplicity and Convenience

The PowerShot SX280 HS and SX270 HS digital cameras offer a variety of easy-to-use features that help take the guesswork out of capturing captivating, imaginative photos. With Smart AUTO, the camera identifies an ideal image setting by intelligently selecting from one of 58 pre-defined modes. To combat blurry images, these cameras utilize the Intelligent IS system, which draws from six different stabilization modes to choose the best IS for the current shooting condition. The Intelligent IS system, combined with Smart AUTO creates the camera's Hybrid AUTO mode which helps create a beautiful and steady HD video clip (up to approximately 4 seconds) in Movie Digest mode every time a user shoots a still image while the Movie Digest mode is activated.

Adding to the camera's diverse feature set, the PowerShot SX280 HS digital camera is also equipped with a built-in GPS receiver⁵, and when activated, data is recorded along with each image. Users can easily access the location where their photos were taken without depending on their often vague post-vacation memory. The built-in GPS receiver not only records the exact location of the shot, but users can create a visual log of their journeys on a map using the bundled Canon software.

To further help ensure that an image is never missed, the PowerShot SX280 HS and SX270 HS digital cameras come equipped with ECO mode to assist with battery conservation. ECO Mode manages the 3.0 inch, 461k LCD screen brightness and turns off when the camera is inactive. ECO Mode can be activated for easy power preservation when an additional battery is out of reach or the moment is too exciting to put the camera down.

Pricing and Availability

The PowerShot SX280 HS digital camera is expected to ship in May 2013 for an estimated retail price of \$339.99. The PowerShot SX270 HS digital camera is expected to ship in May 2013 for an estimated retail price of \$299.99

For more information about the new Canon PowerShot 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.

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 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

² Compatible with iOS version 5.1/6.0 or later and Android devices version 2.3/4.0 or later. Data charges may apply.

³ One-time registration is required on CANON iMAGE GATEWAY ONLINE PHOTO ALBUM.

⁴ PictBridge (Wireless LAN) certified printer is required.

⁵ In certain countries and regions, the use of GPS may be restricted. Therefore, be sure to use GPS in accordance with the laws and regulations of your country or region. Be particularly careful when traveling outside your home country. As a signal is received from GPS satellites, take sufficient measures when using in locations where the use of electronics is regulated.