

CANON CANADA ANNOUNCES THE AVAILABILITY OF THE VERSATILE EF 200-400MM F/4L IS USM EXTENDER 1.4X SUPER-TELEPHOTO ZOOM LENS

Award-Winning Photographer Shares First-Hand Experiences with the EF 200-400mm F/4L IS USM Extender 1.4x lens

MISSISSAUGA, ON, 14 May 2013 – Canon Canada Inc., a leader in digital imaging solutions, today announced a dynamic new super-telephoto zoom lens, the EF 200-400mm f/4L IS USM Extender 1.4x. Designed for use with all Canon EOS Digital SLR cameras, the new L-series lens has an integrated 1.4x focal length extender and high-performance Image Stabilization technology, offering exceptional shooting flexibility and range ideal for sports or wildlife photography.

The new EF 200-400mm f/4L IS USM Extender 1.4x zoom lens features an optically-matched built-in 1.4x extender that increases the maximum focal length to 560mm, simultaneously preserving image quality and enabling the seamless capture of distant, moving subjects. With a simple switch, photographers can easily increase zoom range, which is extremely useful when it is difficult to change lenses quickly. It also helps protect delicate equipment like a DSLR camera's image sensor in environments with dust, high humidity, or other extreme environmental factors.

Peter Read Miller, an award-winning sports photographer and Canon Explorer of Light, recently used the new lens while shooting various worldwide sporting competitions.

"I had the opportunity to use Canon's new 200-400 lens at a number of sporting events," said Miller. "I found it to be incredibly versatile, replacing several different prime lenses that I would usually carry. The zoom allows me to control my framing, the autofocus has speed equal to or faster than most fixed focal length telephoto lenses, and the ability to engage the 1.4 extender without taking my eye away from the camera is a unique feature not found in any other telephoto lens available today."

To help deliver beautiful soft image backgrounds, the lens features a 9-blade circular aperture. The lens also utilizes inner focusing, ring USM, a high-speed CPU and optimized AF algorithms for fast and accurate autofocus. Quiet and smooth focus shifts – essential for filmmaking – are made possible with Canon's Power Focus mode.

Using advanced optical materials such as fluorite crystal and UD glass, the new lens provides excellent correction of chromatic aberration throughout the entire zoom range, and delivers high-quality images with high levels of resolution, colour fidelity and contrast. With three image stabilization modes, (standard, panning, and during exposure only) and stabilization effective up to four shutter speed steps, the new EF 200-400mm lens provides excellent results for a wide range of subjects and shooting scenarios. The new lens also includes dust- and water-resistant construction designed for extended usage under harsh conditions.

"The EF 200-400 along with the Canon EOS-1D X camera body is my new 'go-to' combination for shooting sports," concluded Miller.

The EF 200-400mm f/4L IS USM Extender 1.4x zoom lens is expected to be available at the end of May for an estimated retail price of \$12,399.99.

For more information about Canon's new EF 200-400mm f/4L IS USM Extender 1.4x lens, and a full list of product specifications, visit www.canon.ca/tryourlenses.

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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