CANON ANNOUNCES FREE SOFTWARE UPGRADE FOR THE EOS C500 CAMERA THAT DELIVERS GREATLY ENHANCED EFFICIENCY WITH INTEL® IRIS™ PRO GRAPHICS-POWERED PCS

MISSISSAUGA, ON., April 2, 2014 – Canon Canada Inc., a leader in digital imaging solutions shared today that its parent company, Canon Inc., announced a software upgrade for the EOS C500 digital cinema camera (launched in October 2012), part of Canon's Cinema EOS System lineup of professional digital cinematography products, that will enable users to realize more efficient on-set production workflows. The Company plans to offer the free-of-charge Cinema RAW Development software upgrade* starting in October 2014.

The new Cinema RAW Development 1.3 software, currently under development, will deliver enhanced shooting workflows, including the on-set playback and confirmation of 4K RAW video, when using the EOS C500 camera.

Through collaboration with Intel, Cinema RAW Development 1.3 will realize improved performance using a beta version of the Intel Media SDK 2014 Professional Camera Pack, making possible faster development of 4K Cinema RAW data when using a PC equipped with Intel Iris Pro graphics. Canon's software upgrade will support greater workflow efficiencies for 4K RAW data by enabling real-time playback with playback speeds of up to 24 frames per second (fps). To date, previewing 4K RAW video footage on a notebook PC and other compact computer devices had been difficult because of the slow fps rate and the need for tremendous processing power, which was only available with a workstation PC. Now, with a combination of upgrades to Canon's Cinema RAW Development 1.3 software, compatible with the Intel Media SDK 2014 Professional Camera Pack, and a PC with Intel Iris Pro graphics, Canon users will be able to more quickly preview their 4K video footage while on a shoot.

Executive quote from Intel
"Through our close collaboration with Canon, Intel is excited to be able to deliver highly accelerated 4K playback performance on a mobile PC with Intel Iris Pro graphics," said Christos Georgiopoulos, vice president, Software and Services Group general manager, Developer Relations Division, Intel Corporation.

About Cinema RAW Development
Cinema RAW Development software enables 4K Cinema RAW footage shot with the EOS C500 camera that has been exported to and recorded by an external recorder to be converted into DPX and other standard file formats and output for image previewing and editing.

Demonstration at 2014 NAB Show
Canon will demonstrate a trial version of Cinema RAW Development 1.3 using an Intel Iris Pro graphics-powered PC at the Canon NAB 2014 exhibit, Central Hall Booth No. C-4325 from Monday, April 7 through Thursday, April 10 at the Las Vegas Convention Center.

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, please visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

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About Intel
Intel is the largest provider of PC Graphics and continues to advance processor graphics capabilities, pushing visual technologies to the limits. From the graphics architecture to software ecosystems and graphics drivers, Intel delivers a computing experience that is more visual than ever.

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†Based on weekly patent counts issued by United States Patent and Trademark Office.

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* Details to be provided on or about October 2014 within the Cinema EOS System section of the Canon website.