

## CANON CANADA INTRODUCES THE HJ18ex7.6B PORTABLE HD ENG LENS, DELIVERING OUTSTANDING OPTICAL PERFORMANCE AND OPERABILITY, AND AFFORDABILITY FOR HDTV NEWS GATHERING

*New Compact Portable HD Lens for 2/3-Inch Imager Cameras Features High Peripheral Resolution, First-Class Magnification, Focal Length, MOD, and a New Drive Unit*

**MISSISSAUGA, ON., April 2, 2014** – With an impressive design and competitive price, the new HJ18ex7.6B portable HD zoom lens from Canon Canada Inc., a leader in digital imaging solutions, delivers superb optical quality and versatile operability, improving on the performance of its widely used predecessor, the HJ17ex7.6B lens. Utilizing a generous focal length range of 7.6mm to 137mm (15.2mm to 274mm with its built-in 2X extender) and a Minimum Object Distance (MOD) of 0.56m (10mm with Macro), this new member of Canon's family of HD portable lenses enables shots to be taken four centimeters closer than with rival lens models, an advantage for camera operators working in tight locations such as studio spaces or on-site home-improvement reality television locations.

Designed with broadcast news gathering in mind, the HJ18ex7.6B portable HD zoom lens features an advanced new optical design that helps ensure high-peripheral resolution and contrast from its closest subject-focusing distance out to over 19 feet. This enables news shooters to capture "head and shoulders" shots from distances further away than previously possible with comparable ENG lenses. A new design for the Digital Drive Unit provides additional advantages including a more comfortable hand grip, simple display-based operations for improved operability, greater digital precision for integration with virtual studio systems, and reduced power consumption compared to predecessor Canon models.

"The new Canon HJ18ex7.6B zoom lens is designed for use in diverse news and documentary situations, which can frequently involve rapid changes in subject distance and associated focal length," noted Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada. "The imaging enhancements of the HJ18ex7.6B zoom lens reflect Canon's ongoing optical research and development, which resulted in sophisticated aberration compensation for virtually distortion-free imaging throughout the zoom range, and advanced encoders for rapid start-up and turn-on. This is a fully equipped, yet cost-effective, 2/3-inch HD ENG lens that embodies the optical and optomechanical qualities that have made Canon portable lenses one of the top choices for TV news and HD documentary productions."

### **User Benefits**

The Canon HJ18ex7.6B portable HD zoom lens delivers improved operability due to its compact size, lightweight 3.5 pound design, short MOD, and simplified settings menus. These menus are part of the HJ18ex7.6B's new Digital Drive unit, which – as with most Canon portable HD lenses – enables camera operators to program repeatable zoom positions and speeds, as well as focus and iris settings if they so choose. This new Digital Drive unit also delivers new user-benefits by virtue of its integration of an absolute value encoder. This advanced technology, integrated into the Digital Drive unit, enables rapid start-up and power-on of the lens, with instant detection of lens positions and lens/camera aberration correction, as well as reduced power consumption compared to predecessor Canon models for support of long battery-powered shooting times.

The advanced encoders of the Canon HJ18ex7.6B's Digital Drive unit are able to detect and generate extremely precise positional data that can be output to virtual set systems. This data is output via the unit's three 20-pin zoom and focus servo-control connectors, allowing for optimal system support prevision. Other important

changes in the Canon HJ18ex7.6B portable HD zoom lens that further enhance user convenience include the addition of magnification and wide-end markings, deletion of the glossy logo plate, and the simplification of other markings on the Digital Drive unit.

### **Pricing and Availability**

The Canon HJ18ex7.6B portable HD zoom lens is expected to be available in July 2014 for a suggested retail price of \$20,700.00 USD (IRSE S) and \$22,600.00 USD (IASE S). For more information, please visit the Canon U.S.A. website at [www.pro.usa.canon.com/Broadcast](http://www.pro.usa.canon.com/Broadcast)

### **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.

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