

THE NEW, EASY-TO-USE CANON EOS REBEL T5 DIGITAL SLR CAMERA PROVIDES PHOTOGRAPHERS WITH HIGH IMAGE QUALITY AND FULL HD VIDEO CAPTURE

Ideal for Entry-level Digital SLR Users, the New EOS Rebel T5 Digital SLR Camera Helps Users Confidently Capture Outstanding Still and Video Images

MISSISSAUGA, ON., February 11, 2014 – Canon Canada Inc., a leader in digital imaging solutions, today introduced the EOS Rebel T5 Digital SLR Camera – the latest model in the company’s popular EOS Rebel lineup. The new camera provides entry-level photographers with an affordable way to take their imaging skills to the next level. Incorporating an 18.0 megapixel CMOS (APS-C) image sensor and a high-performance DIGIC 4 image processor, the EOS Rebel T5 camera delivers improved functionality with the speed and high quality needed to create impressive images – even in low light.

The new EOS Rebel T5 Digital SLR camera offers users an extensive ISO range of 100–6400 (expandable to 12800) to accommodate shooting situations from bright, natural outdoor lighting to dimly lit indoor settings. The camera can also automatically lock-in on moving subjects with ease using the EOS Rebel T5 camera’s nine-point AF system (including one center cross-type AF point). With help from the AI Servo AF, users can benefit from the camera’s outstanding autofocus capabilities. The new EOS Rebel T5 camera also offers a continuous shooting mode of up-to three frames per second (fps) to help photographers capture the action at children’s activities, sporting events and more. Images can then be easily viewed on the camera’s large three-inch LCD monitor.

“The EOS Rebel T5 camera is designed for entry-level DSLR photographers looking to expand their creative options and advance their photography skills,” said Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada. “The improved functionality of this new EOS Rebel camera will help them do just that as it intelligently guides users on how to pinpoint their perfect shot and capture high-quality images and videos worth sharing.”

Detailed, High-Quality Images

Photo enthusiasts can capture high-quality images that are true-to-life in colour, sharpness and contrast with the EOS Rebel T5 camera’s 18.0 megapixel CMOS (APS-C) image sensor and DIGIC 4 image processor. Shooting is also made easy thanks to the EOS Rebel T5 camera’s Intelligent Auto mode that helps deliver expertly optimized photos and offers improved scene detection, especially useful for shooting at night.

The Canon Rebel EOS Rebel T5 camera is also compatible with the full line of Canon EF and EF-S lenses as well as other accessories like the new Macro Ring Lite MR-14EX II. Ideal for close-up photography with EF Macro lenses, the Macro Ring Lite MR-14EX II supports E-TTL wireless autoflash in conjunction with one or more Canon Speedlite 600EX-RT flash units.

Full HD Video Capture

The camera's Full HD Movie mode helps make shooting high-quality 1080p movies simple. Capable of shooting in a number of recording sizes and frame rates, the EOS Rebel T5 enables easy manual control of exposure, focus and Live View features, as well as in-camera editing.

Intuitive Design and Full Creative Control

The new EOS Rebel T5 camera offers a full creative feature set – providing a variety of effects and settings to enhance photographs and video. Whether adding contrast for a more dramatic effect or boosting exposure for additional brightness, Canon's EOS Rebel T5 camera will guide users on how to hone their photo editing skills and view their original photographs from a new visual perspective. The camera features fun, creative filters including Toy Camera, Fisheye and Miniature Effect enabling photographers to expand their creativity.

The EOS lineup is known for its easy-to-operate, intuitive camera models that deliver high-quality images. Canon's latest DSLR camera offers advanced imaging features such as Basic+ and Creative Auto to direct entry-level photo enthusiasts through making camera setting adjustments. The camera's built-in Feature Guide offers short descriptions of shooting modes, setting and effects for easy operation no matter what the shooting situation. This function is designed to guide and educate first-time users on the EOS camera settings, and will also intelligently provide recommendations while shooting in certain settings.

Availability

The Canon EOS Rebel T5 Digital SLR Camera bundled with an EF-S 18-55mm f/3.5-5.6 IS II lens is scheduled to be available in March for an estimated retail price of \$579.99. Also available in March is the EOS Rebel T5 Digital SLR Camera bundled with an EF-S 18-55mm f/3.5-5.6 DC III lens for an estimated retail price of \$529.99.

For more information about the Canon EOS Rebel T5 SLR Camera, the full list of product specifications and compatible lenses, visit www.canon.ca

For more information on all of Canon's products, please visit: www.canon.ca.

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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