

CANON ANNOUNCES A NEW SUPER-ZOOM POWERSHOT DIGITAL CAMERA AND A NEW WATERPROOF POWERSHOT DIGITAL CAMERA

The New, Super-Zoom PowerShot SX700 HS and Waterproof PowerShot D30 Digital Cameras Deliver Outstanding Performance and Versatility

MISSISSAUGA, ON., February 11, 2014 – Canon Canada Inc., a leader in digital imaging solutions, today announced the addition of the new super-zoom PowerShot SX700 HS and the adventure-ready, waterproof PowerShot D30 to the PowerShot line of compact digital cameras.

The stylish and pocket-sized PowerShot SX700 HS camera features an impressive 30x optical zoom lens (equivalent to 25-750mm zoom range), built-in Wi-Fi[®] and Near Field Communication (NFC[™])¹ capabilities helping to ensure high-quality images can be captured and easily shared. This focal range will allow a user to be able to photograph a flower that is close but also have the zoom to capture an image of wildlife that is in the distance – all in a compact camera. The new PowerShot D30 camera is the world's deepest waterproof camera, allowing for shooting up to 25 metres below sea level. This ready-for-adventure camera is also shockproof and cold and heat resistant. Both cameras produce breathtaking low-light images and offer 1080p full high-definition video so moving and still images can be clearly captured in many different environments.

"With the PowerShot SX700 HS camera's incredible long-zoom capabilities and the PowerShot D30 camera's ability to shoot underwater at a world-record depth of 25 metres, these cameras are capable of inspiring creativity when photographing wildlife, marine-life or everyday adventures," said Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada. "In addition, consumers now have two excellent new digital camera options that allow them to create images and video that are not only high in quality, but easy and fun to use."

The PowerShot SX700 HS Digital Camera

The 30x optical zoom PowerShot SX700 HS camera combines a 16.1 megapixel High-Sensitivity CMOS sensor and the DIGIC 6 Image Processor to create the Canon HS SYSTEM –allowing for excellent low-light performance. With Canon's Intelligent IS, the PowerShot SX700 HS camera automatically chooses from various settings to help optimize image stabilization for the shooting condition.

The Wi-Fi[®] connectivity options in the PowerShot SX700 HS camera allows users to easily share beautiful images online with family and friends. Using the Mobile Device Connect Button, users can connect to a compatible smartphone, a compatible tablet or a Wi-Fi enabled computer. Connection to the computer is easily done using Canon iMAGE GATEWAY through the cloud². For easy Wi-Fi connectivity, built-in NFC[™] allows quick and simple pairing to compatible Android[™] devices. With NFC, users press the Mobile Device Connect Button and tap their NFC-enabled Android device to the PowerShot SX700 HS camera to send images from the camera to their compatible smartphone with ease. For even more convenience, photographers can control the camera remotely via the free Canon Camera Window app³ from virtually anywhere with their compatible iOS[®] or Android device³. After composing the image, the photographer controls the shutter from their compatible smartphone, so that the photographer can be included in the shot.

Zoom Framing Assist Auto has been enhanced to make it easier to keep a subject that is at a far distance in the frame of view. The camera also records high-quality 1080p/60p Full HD video through a dedicated movie button. The Hybrid AUTO mode allows users to record up-to four seconds of video every time a still image is taken, and then automatically joins the clips and pictures into a video that captures the essence of a vacation, an important event, or any time you are shooting many shots in a day. Hybrid Auto automatically recognizes the scene and optimizes camera settings to capture the highest possible image quality to create a great looking highlight reel in 720p HD video.

The PowerShot SX700 HS camera also features Creative Shot mode. Creative Shot mode is an easy yet powerful tool to add artistic effects to photos. In Creative Shot mode, users compose a shot and the camera analyzes the photo to apply a series of artistic elements. Creative Shot mode includes four categories with 46 filters total. The four filter categories are: Retro, Monochrome, Special, and Natural. Before an image is captured, users choose one of the four filter types and Creative Shot will automatically render five different variations of the shot in different composition, colour and lighting styles, delivering creative, new perspectives automatically while still maintaining the original image.

The PowerShot D30 Digital Camera

The PowerShot D30, Canon's latest waterproof camera, provides an ideal solution for those in need of a durable digital camera that can handle different adventures. The PowerShot D30 camera is waterproof to a record-breaking 25-metres below sea level, giving the open water diver 7 more metres of depth to explore in their underwater environment. The PowerShot D30 camera is also temperature-resistant from -10 degrees to 40 degrees Celsius and shockproof to 2 metres. A great travel companion, the PowerShot D30 camera's built-in GPS** tracker remembers where and when photos were taken so images can be captured along with the date, time and location of each moment.

With its sleek design and comfortable grip, the PowerShot D30 camera can quickly adapt from under-to-above-water shooting environments through the camera's new Sunlight LCD mode. This feature reduces glare when shooting above water so capturing and sharing outdoor photos is easier than ever before. While in the water, however, the PowerShot D30 camera screen is bright and intuitive for easy, hassle free use. Smart AUTO intelligently selects the proper camera settings based on 32 predefined shooting situations giving users the best possible shot composition – while Intelligent IS automatically chooses from six different modes to help image stabilization for the shooting condition.

In addition, the PowerShot D30 camera also delivers excellent low-light shooting capabilities through the Canon HS SYSTEM – powered by a 12.1 megapixel High-Sensitivity CMOS sensor DIGIC 4 Image Processor. The PowerShot D30 camera also records stunning 1080p full HD videos through an easy-to-access dedicated movie button so moving images can be captured the instant they happen.

Pricing and Availability

The PowerShot SX700 HS digital camera will be available starting in April for a retail price of \$379.99 in black or red.

The PowerShot D30 digital camera will be available starting in April for a retail price of \$349.99 in blue.

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

For media inquiries, please contact:

Hilary Bassett
Senior Account Manager, Technology
Edelman Canada
(416) 849-3359

Rajani Kamath
Director, Corporate Communications
& Brand Marketing
Canon Canada Inc.
(905) 565-4598

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

** As of January 20, 2014. For compact type waterproof digital cameras.*

*** 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. GPS tracking does not work underwater.*

¹ Compatible with iOS versions 6.0/6.1/7.0, Android smartphone versions 2.3.3/4.0/4.1/4.2/4.3 and Android table versions 4.0/4.1/4.2/4.3. Data charges may apply.

²One-time registration is required on Canon iMAGE GATEWAY online photo album.

³ 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

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