

## CANON CANADA INTRODUCES THE POWERSHOT G1 X MARK II DIGITAL CAMERA FEATURING ENHANCED OPTICS, WIRELESS CONNECTIVITY AND CREATIVE SHOOTING OPTIONS FOR PROFESSIONALS AND PHOTO ENTHUSIASTS

*Canon's Latest G-series Digital Camera Features a New Type of 1.5-Inch CMOS Sensor, 5x Zoom Lens, Wi-Fi® and NFCTM Capabilities, Full HD and A Three-Inch Touch Tilt LCD Screen*

**MISSISSAUGA, ON., February 11, 2014** – Building upon the success of the PowerShot G1 X digital camera, Canon Canada Inc., a leader in digital imaging solutions, today unveiled its new flagship PowerShot G1 X Mark II, a digital camera designed to meet the evolving needs of today's professional and advanced amateur photographers.

Boasting a sensor that is 4.5x larger than a 1/1.7" sensor found in professional level point-and-shoot cameras, the PowerShot G1 X Mark II camera can produce high-quality images with a wide dynamic range. It features a new type of 1.5-inch, 12.8 megapixel High-Sensitivity CMOS sensor, made by Canon, allowing for optimum performance with an ISO range of 100-12800. This sensor, combined with the DIGIC 6 Image Processor, comprises the Canon HS SYSTEM resulting in faster autofocus speeds over the PowerShot G1 X camera, allowing photographers to capture detailed, vivid images even in low-light conditions.

Featuring a newly-developed f/2.0 – f/3.9, 5x optical zoom lens (equivalent 24-120mm zoom range) with Dual Control Rings, this new camera provides customized zooming and focus-functionality similar to a DSLR camera. With this wide of an aperture, photographers have the ability to isolate their subjects by separating them from a background that is blurred. This gives more control and creative possibilities when using a PowerShot camera. The Dual Control Rings include a Step Ring to adjust various customizable settings and a Continuous Ring to make focusing adjustments during manual focus, as well as additional customizable settings for manual shooting. The new lens also features a nine-blade aperture to provide beautiful, blurred backgrounds even at full-zoom range.

"The new high-end PowerShot G1 X Mark II camera delivers incredible, professional-level shooting capabilities in a compact camera body making it the ideal second camera for DSLR shooters," said Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada. "In addition, with the introduction of advanced wireless capabilities such as NFC and enhanced low-light shooting and autofocus, the G1 X Mark II is a well-rounded professional-level camera that allows photographers to get creative."

### **Improved Operation and Performance**

The PowerShot G1 X Mark II camera is equipped with a new type of Canon-made, 1.5-inch CMOS sensor to help achieve optimal performance from low to high ISO speeds. It has a default aspect ratio of 3:2 which is the same ratio the advanced user has come to expect when shooting with a DSLR camera. If the photographer wants to switch to a 4:3 ratio, it can be done without impacting the field of view.

The new PowerShot G1 X Mark II camera uses 31 Auto Focus (AF) points, compared to the PowerShot G1 X camera that uses nine AF points, resulting in improved autofocus capabilities allowing the user to easily compose the image and focus on a specific subject in the frame. Utilizing the bright, capacitive touch, three-inch tilt LCD on the PowerShot G1 X Mark II camera helps provide flexibility in shooting by tilting 180 degrees up and 45 degrees down.

The PowerShot G1 X Mark II camera is also compatible with Canon's new optional electronic viewfinder that mounts to the hot shoe. A new optional grip will also be available for the PowerShot G1 X Mark II camera. These accessories are ideal for photographers looking for the feel of a DSLR camera with the portability of a point-and-shoot camera.

### **Seamless Connectivity**

The PowerShot G1 X Mark II camera is equipped with built-in Wi-Fi<sup>®</sup> technology, so users can share still images and videos online quickly and easily using compatible mobile devices.<sup>1</sup> Using the Mobile Device Connect button, users can connect to a smartphone, a tablet or a Wi-Fi enabled computer. Connection to the computer is easily done using Canon iMAGE GATEWAY<sup>2</sup> through the cloud. For even easier connectivity, the PowerShot G1 X Mark II camera introduces Near Field Communication (NFC<sup>™</sup>)<sup>\*</sup> – a first for Canon's G-series cameras – so transferring photos to a compatible Android<sup>™</sup> device can be simple and intuitive. This digital camera's new remote shooting feature also allows the user to sync the G1 X Mark II with a smartphone or tablet and utilize the shutter, optical zoom and self-timer features from that device.

### **Extensive Shooting Modes**

Ideal for portrait photography, the camera's Background Defocus mode softens the background behind a subject to help users create professional-looking portraits. In addition, simply pressing the camera's dedicated movie button allows photographers to capture 1080p Full HD video with ease. And, as commonly found in most DSLR cameras, the PowerShot G1 X Mark II camera has a full range of shooting and recording modes, including 14-bit RAW + JPEG, for outstanding creative control.

Unique to Canon PowerShot Digital Cameras, the PowerShot G1 X Mark II camera features Advanced Star Mode with four options to capture images of starry night skies with impeccable quality. The "Star Portrait" and "Star Nightscape" modes help capture the radiance of stars while still allowing you to capture the subject. The "Star Trails" mode captures video trails of stars to turn trails into a luminous still image, while the "Star Time Lapse Movie" mode will shoot images of star movement and then combine the images to make a film that shows the movement of the stars, creating a truly stunning video.

### **Availability**

The PowerShot G1 X Mark II digital camera will be available starting in April for a retail price of \$849.99.

### **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](http://www.canon.ca) or join us on Facebook at [www.facebook.com/CanonCanada](https://www.facebook.com/CanonCanada)

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

*<sup>1</sup> 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.*

*<sup>2</sup> One-time registration is required on CANON iMAGE GATEWAY online photo album.*

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*Availability, prices, and specifications of all products are subject to change without notice. Actual prices are set by individual dealers and may vary.*

*\*Compatible with Android devices version 4.0 or later.*