

NEW SLEEK, COMPACT POWERSHOT DIGITAL CAMERAS OFFER SUPER-ZOOM LENSES, ADVANCED CONNECTIVITY OPTIONS AND THE ABILITY TO SHARE IMAGES AND VIDEO

New Cameras Include the Compact, Super Zoom PowerShot SX600 HS Digital Camera and the Stylish, Yet Powerful PowerShot ELPH 340 HS Digital Camera

MISSISSAUGA, ON., January 6, 2014 – Canon Canada Inc., a leader in digital imaging solutions, today announced the addition of two new cameras to its PowerShot line-up: The PowerShot SX600 HS and the PowerShot ELPH 340 HS digital cameras. The PowerShot SX600 HS camera packs an impressive 18x optical zoom and 16-Megapixel High-Sensitivity CMOS sensor into a beautifully sleek, compact and portable body so capturing close-up photos with high-image clarity is easy and stylish. The PowerShot ELPH 340 HS camera offers outstanding optical performance and versatility with a 12x optical zoom lens and 16-Megapixel High-Sensitivity CMOS sensor. Both equipped with Wi-Fi® and Near Field Communication (NFC™) capabilities, photographers can have outstanding image quality and the ability to share images and video with ease.

“These new PowerShot cameras enhance consumers’ enjoyment of photography through the unique combination of high-image quality, long-zoom ranges, ease-of-use and connectivity,” said Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada. “The advanced technologies these new models offer give users the cameras they need to have a photographic experience that allows them to capture high-quality images while on-the-go and share them with their loved ones.”

The Wi-Fi® connectivity options in the PowerShot SX600 HS and the PowerShot ELPH 340 HS cameras allow 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 computer. Connection to the computer is easily done using Canon’s Image Sync through the cloud. For the first time in Canon’s line-up, both cameras have the convenient connectivity of NFC offered on Android™ devices. With NFC, users press the Mobile Device Connect Button and tap their NFC-enabled Android device to the SX600 HS or ELPH 340 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 app¹ from virtually anywhere with their iOS® or Android device². After composing the image, the photographer controls the shutter from their compatible smartphone, so that the photographer can be included in the shot.

Another first for the PowerShot SX and ELPH lines is Creative Shot mode. First introduced on the PowerShot N digital camera, Creative Shot mode is an easy yet powerful tool to add artistic effects to photos. In Creative Shot mode, users compose a shot and let the camera analyze 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 cameras can also capture great video, recording high-quality 1080p Full HD video through a dedicated movie button. The Hybrid AUTO mode allows you to record up-to four seconds of video every time you shoot a still image, 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 creating a great looking highlight reel in a 720p HD video.

The PowerShot SX600 HS Digital Camera

In addition to enhanced connectivity and artistic options, the PowerShot SX600 HS camera features a long-zoom range in a compact point-and-shoot camera body. Equivalent to 25-450mm, the SX600 HS camera's powerful 18x optical zoom provides users with the high-quality optics the pocket-sized Canon PowerShot SX camera series is known for. The SX600 HS camera combines a 16-Megapixel CMOS sensor and Canon's DIGIG 4+ Image Processor to create the Canon HS SYSTEM allowing for excellent low-light performance.

The PowerShot SX600 HS digital camera is expected to be available at the end of February 2014 in white or black for an estimated retail price of \$269.99.

The PowerShot ELPH 340 HS Digital Camera

The PowerShot ELPH 340 HS digital camera, successor to the ELPH 330 HS, features a 12x optical zoom lens which is equivalent to 25mm-300mm. Great for low-light scenes, the 16-Megapixel High-Sensitivity CMOS sensor and DIGIC 4+ Image Processor work together to create the Canon HS SYSTEM helping to ensure images are captured in detail in dimly lit situations.

The PowerShot ELPH 340 HS is expected to be available in March 2014 in silver or black for an estimated retail price of \$209.99.

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.

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

¹ 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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