

CANON ANNOUNCES THE POWERSHOT N100 TO PROVIDE PHOTO ENTHUSIASTS WITH UNIQUE STORYTELLING CAPABILITIES

The PowerShot N100 Features an Innovative and New Dual Capture Mode and Story Highlights Mode

MISSISSAUGA, ON., January 6, 2014 – Canon Canada Inc., a leader in digital imaging solutions, today announced the addition of a new concept camera to its PowerShot lineup: the PowerShot N100 digital camera. Featuring a new body style and unique, new creative options, the PowerShot N100 camera helps users create and tell their visual stories by allowing the photographer to become part of the image being captured. With the innovative and new Dual Capture mode, users can simultaneously capture special moments using the Main Camera, while the Story Camera, a rear facing sub-camera, will embed a picture of them onto the main image.

To help people create unique images that tell a story, the PowerShot N100 camera offers the new Story Highlights mode. Story Highlights mode intuitively creates a highlight reel of images and video to create a customized movie that tells a story as seen through the photographer's eyes – all done within the camera. No longer will a photographer need to use additional software to assemble this footage.

"Canon is continually working to discover new ways for end-users to combine high-image quality and creativity in a technologically advanced compact camera," said Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada. "The new PowerShot N100 is a unique digital camera designed to not only create high-quality images and video, but also capture the feelings of the photographer at the moment they take a picture."

Become Part of the Story

Remembering a child's first birthday and the parents' excitement during that memorable moment can now be captured with the innovative Dual Capture mode featured in the PowerShot N100 digital camera. Easy to access and use, Dual Capture mode creates a picture-in-picture effect by simultaneously capturing the subject in the framed shot while the Story Camera, a rear-facing sub-camera, takes an image or video of the photographer as they take the picture. The PowerShot N100 camera then combines both shots into one distinctive photo or video combination. The images captured using the Story Camera can be placed in four different locations on the main image and in three different sizes at the photographer's discretion.

Capture Your Story

To help create even more share-worthy memories, the PowerShot N100 digital camera features an artistic mode to help users creatively capture images and movies. Story Highlights mode works within the camera to create a highlight reel of selected images or movie digest clips creating a unique imaging experience. The images can be selected automatically based on events, the date they were taken, by people utilizing Face ID, or the selection can be customized based on photos hand-picked by the user. As a result, the moments that are most precious to the user are intuitively combined, allowing for complete highlights of the images taken from a friend's wedding day or a child's first ride on a new bicycle. The final created movie will last approximately two minutes from the automatically selected pictures and videos, or if the files were selected by the photographer, it will last a maximum of five minutes.

Share Your Story

With enhanced Wi-Fi® capabilities, the creative images taken with the PowerShot N100 camera can be shared with friends and family even while on-the-go. 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 Sync¹ through the cloud. For the first time in Canon's line up, the PowerShot N100 camera has the convenient connectivity of Near Field Communication (NFC™) offered on Android™ devices. After an initial one-time set up, with NFC, users simply press the Mobile Device Connect Button and tap their NFC enabled Android² device to the PowerShot N100 camera which automatically launches the Canon Camera Window App³ so users can share images from the camera to the phone with ease.

Enhance Your Images

The Creative Shot mode on the PowerShot N100 camera includes four new filter categories to bring an enhanced artistic touch to photos. The filter categories are: Retro, Monochrome, Special and Natural. In Creative Shot mode, users compose their image and let the PowerShot N100 camera analyze the photo to apply one of a series of artistic elements of varying composition, lighting and colour. After an image is captured, Creative Shot mode will automatically render five different variations of the shot to deliver unique, new perspectives while still retaining the original image. There are also 46 new filter types, including HDR effects, to help artistic expression reach new creative levels.

In addition to the creative imaging functions, the PowerShot N100 camera offers a 5x optical zoom, a 24mm Wide-Angle f/1.8 lens, a 12.1-Megapixel High-Sensitivity CMOS sensor and Canon's DIGIC 6 image processor to help provide stunning image quality. Users also have the ability to quickly access and then record high-quality 1080p Full HD video with the dedicated movie button. To make choosing the ideal setting for each shot convenient, the camera's Intelligent IS System allows the PowerShot N100 camera to automatically select the optimal image stabilization settings according to the shooting conditions, so shooting in dimly lit or bright situations can be easy and accurate.

The PowerShot N100's new body design gives the camera a portable shape. The three-inch capacitive touch, tilt LCD panel allows users to capture images at unique angles, up to 90 degrees.

Pricing and Availability

The PowerShot N100 digital camera is expected to be available in May 2014 in white for an estimated retail price of \$369.99.

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 or join us on Facebook at www.facebook.com/CanonCanada

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

* Video must be shot in Hybrid Auto

¹ One-time registration is required.

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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