

CANON INTRODUCES NEW LINEUP OF MULTI-PURPOSE VIXIA HF R-SERIES CAMCORDERS

Three New VIXIA HF R-Series Camcorders Provide Excellent Low-Light Shooting Performance and Enhanced Zoom; Two Wi-Fi®-Enabled Models Provide Remote Monitoring Capabilities, Advanced Baby Mode

MISSISSAUGA, ON., January 6, 2014 - Canon Canada Inc. a leader in digital imaging solutions, has revamped the VIXIA HF R-Series lineup of camcorders with the announcement of three new models, the VIXIA HF R52, VIXIA HF R50 and VIXIA HF R500 camcorders. The new VIXIA HF R-Series camcorders all feature a 57x Advanced Zoom, an upgrade from previous VIXIA R-Series HF camcorders, along with SuperRange Optical Image Stabilization, a Canon 3.28 Megapixel Full HD CMOS Image Sensor, and three-inch capacitive touch panel LCD. The VIXIA HF R52 and VIXIA HF R50 camcorder models feature advanced Wi-Fi capabilities as compared to their predecessor models, enabling them to also function as remote monitoring devices at home or outside the home with mobile internet access.

“High-quality image capturing, along with convenient sharing capabilities are paramount whenever Canon revamps its line of VIXIA HF R-Series camcorders,” said Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada. “Building on the foundation of previous models, these new VIXIA camcorders have once again enhanced the image quality and user experience for our customers, while providing users with dual function capabilities with live streaming and high-quality remote monitoring.”

Outstanding Image Quality and Recording Capabilities

Three new Canon VIXIA HF R-Series camcorders, the VIXIA HF R52, VIXIA HF R50 and VIXIA HF R500 all feature outstanding image quality powered with a Canon 3.28 Megapixel Full HD CMOS Image Sensor, and the DIGIC DV4 Image processor, providing shooters with the ability to capture vibrant 1920 x 1080 resolution Full HD video. Together with the improved 57x Advanced Zoom and SuperRange Optical Image Stabilization, shooters can capture different types of action, like a day in the park, or on vacation sightseeing. The VIXIA HF R-Series also features Intelligent IS, which automatically chooses from four different modes to help provide the optimal image stabilizations based off of certain shooting conditions. From their child’s first steps to the championship soccer game, the new VIXIA HF R-Series camcorders continue to offer users the outstanding image quality and zoom capabilities users have become accustomed to from the VIXIA line. A three-inch capacitive touch panel LCD allows the user to quickly and intuitively switch between settings without affecting their ability to capture their desired images.

For enhanced creativity shooters can also customize their video by selecting from seven Cinema Look Filter effects. These filters can be applied during or after filming. Additionally, while in Audio Scene Select mode, users can select from eight predetermined audio modes that will optimize audio settings based off the shooting conditions, including two new ones - meeting and festival. The built-in microphone/headphone terminal provides users with the flexibility to record using an auxiliary microphone, or listen to what they’re recording with headphones.

When shooting with the new Canon VIXIA HF R-Series camcorders users have several options for how they would like to store their treasured memories. The VIXIA HF R52 features 32 GB of internal memory, and the VIXIA HF R50 provides 8GB of internal memory - while all VIXIA HF R-series camcorders allow for the user to record to an SD memory card. Shooters can capture crisp, 1080/60p high-quality imagery of moving subjects, such as at a dance recital or school play when recording in either MP4 (35 Mbps) or AVCHD Progressive (28

Mbps). When a shooter chooses to utilize Dual Recording mode, they can record movies simultaneously in both MP4 and AVCHD Progressive, while the built-in down conversion feature creates MP4 files for convenient and easy sharing on the web to popular social networking sites like Facebook or YouTube.

Wi-Fi® Connectivity and Mobile Sharing

Featuring built-in Wi-Fi, the VIXIA HF R52 and VIXIA HF R50 are equipped to add convenience and expand shooting options for filming important moments as well as providing remote monitoring capabilities. Through the free Canon CameraAccess plus** app users can record, zoom in and out, and live stream video on supported Android™ and iOS® devices. An optional Pan Table base accessory can be attached to the bottom of both the VIXIA HF R52 camcorder and VIXIA HF R50 camcorder, allowing for the camera to act as a baby monitor or security camera. While using the Canon CameraAccess plus app and Pan Table base together users can choose to have the camcorder oscillate left to right up to 200 degrees. The Pan Table can also be manually adjusted for a tilt of up to 20 degrees.

And sharing videos of a newborn baby crawling along the living room floor, or a graduate walking across a stage to receive their diploma, with family and friends is easy with the Canon Movie Uploader app*. Free to download, Canon's Movie Uploader app, available on iOS platform, allows users to send video directly to a compatible smartphone or tablet for instant online sharing. Additionally, Remote Browse***, available on Android devices allows users to preview or download files to a compatible smartphone, tablet, or PC when using a web browser. Once both devices are wirelessly connected, users can download or playback their videos instantly without the need for an application or other software.

Advanced Baby Mode

All three VIXIA HF R-Series camcorders feature Advanced Baby Mode, giving users the ability to select the optimal camcorder settings for capturing a baby's daily growth. Advanced Baby Mode now gives users the ability to record up to three separate babies, and chronologically save videos into a special Baby Album, seamlessly tracking the growth of each child. The Touch Decoration feature allows users to "stamp" their videos with the baby's height, weight, and number of days old. Additionally, while using Touch Decoration, users can choose to include their own drawings, captions, and animations.

Pricing and Availability

The VIXIA HF R52 and VIXIA HF R50 camcorders are scheduled to be available in February for an estimated retail price of \$449.99 and \$399.99 respectively, and the VIXIA HF R500 with case and 8GB card is also scheduled to be available in February for an estimated retail price \$329.99. The Pan Table base accessory will be available in March for an estimated retail price of \$109.99.

For more information, and full list of product specifications, 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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Availability, prices, and specifications of all products are subject to change without notice. Actual prices are set by individual dealers and may vary.

*This software enables you to upload images to social network sites. 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. Compatible with iOS version 5/6 or later for select devices.

** The Canon CameraAccess plus app is compatible with iOS version 5/6 or later or Android version 2.3/4.0 for select devices.

***Compatible with iOS version 5/6 or later and Android version 4.0 for select devices. AVCHD recording is not supported for this function. On iOS devices, MP4 60p recording is not supported; only the playback function is available.