

CANON INTRODUCES VIXIA MINI X COMPACT PERSONAL CAMCORDER WITH IMPROVED AUDIO QUALITY AND IMAGE STABILIZATION

New VIXIA mini X Compact Personal Camcorder Features Linear PCM Audio Recording and High Quality Built-In Stereo Microphone

MISSISSAUGA, ON., January 6, 2014 - Canon Canada Inc., a leader in digital imaging solutions, announced the new VIXIA mini X compact personal camcorder. The VIXIA mini X compact personal camcorder gives shooters the freedom to film and record their hobbies, special interests and memorable moments hands-free, now with “professional-like” features and outstanding audio quality. The VIXIA mini X compact personal camcorder features the same outstanding image quality seen in the previous VIXIA mini compact personal camcorder, as well as easy-to-use Wi-Fi® sharing capabilities for uploading to social networking sites like Facebook®, and YouTube.

“The new VIXIA mini X compact personal camcorder builds upon what Canon developed with the first VIXIA mini compact personal camcorder,” said Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada. “Shooters will benefit from the improved audio quality and new features like Electronic Image Stabilization, all while experiencing the pristine imagery users are accustomed to getting with the VIXIA line of camcorders.”

Outstanding Image and Audio Quality

The VIXIA mini X compact personal camcorder features a Canon f/2.8 fisheye lens (160 degree MP4 movies/170 degree photos /150 degree AVCHD) allowing the shooter to challenge their creativity by allowing new and unique perspectives of filming. Equipped with a 12.8 Megapixel High-Sensitivity Sensor and Canon’s DIGIC DV 4 Image Processor a shooter can capture superb image quality in a variety of shooting situations, including low-light shooting situations which may not be the most ideal. Now with Linear PCM audio recording (supported in AVCHD/24 Mbps recording mode) shooters will experience outstanding audio quality. The built-in high-quality microphone helps to capture terrific audio quality as well, while Audio Scene Select helps optimize the audio recording by selecting from eight pre-determined audio modes and determining which setting is best based off the shooting conditions. Additionally the built-in auxiliary microphone/headphone terminal includes a manual audio level control, providing the shooter with an enhanced level of audio customization as compared to the VIXIA mini camcorder.

Shooters can choose to record in Full HD in MP4 (30p/24p) or AVCHD (60i) format to a removable SD memory card. When recording with the VIXIA mini X compact personal camcorder, a user can choose to film in either Wide mode or Close-up mode. When shooting in Wide mode, users gain a full view of their surrounding, and while in Close-up mode a user can provide emphasis on a particular subject. The user can easily switch between modes with a simple swipe of their finger across the innovatively designed 2.7-inch capacitive tilt, touch panel LCD. A built-in adjustable stand, which can be adjusted up to 60 degrees, provides the user with the flexibility to alter angles and shooting situations, furthermore enhancing creativity. There is also a built-in tripod socket allowing even more options when mounting the camera.

New to the VIXIA mini X compact personal camcorder is Electronic Image Stabilization, allowing the user to expand their shooting abilities without fear of losing image quality because of potential camera shake when shooting in Close-up mode. Also new to the VIXIA mini X compact personal camcorder is embedded time code. This allows footage from multiple cameras to be easily edited. Additionally, the VIXIA mini X compact

personal camcorder supports uncompressed HDMI output. Uncompressed HDMI output allows the user to experience significantly higher video quality, allowing for resolution up-scaling.

For those looking to shoot in a fun and unique perspective, the VIXIA mini X compact personal camcorder features Slow or Fast Motion modes providing imaging effects that allow the creativity of controlling space and time. While shooting in Slow Motion mode users can choose to shoot at either 1/4x(VGA) or 1/2x(720p) allowing viewers to easily see and closely examine video of dancers or other fast-moving objects. Fast Motion also offers two shooting speeds, 4x and 2x, ideal for speeding up footage of cooking, make-up or nail art demos. Mirror Image Recording/ Playback lets a user view the scene in real time, providing the shooter with the freedom to make on-the-fly adjustments as they see fit. While Special Scene Mode, including two new settings, Presentation and In-The-Car, help the user capture excellent videos even under difficult and perhaps unique shooting conditions. Additionally, Smart Auto intelligently selects from one of 38 predefined settings to give the user excellent video and still image output.

Built-in Wi-Fi®Features to Connect and Share

The VIXIA mini X compact personal camcorder comes with built-in Wi-Fi allowing users to quickly share their videos or photos to popular social networking sites like YouTube or Facebook, or be sent directly to their PC. A user can also upload their videos or still images taken with the VIXIA mini X compact personal camcorder from virtually anywhere by downloading the free Canon Movie Uploader app* onto their iOS® supported device.

The camera's Live Streaming feature allows users to view and record on their compatible iOS or Android™ device when they download the free Canon CameraAccess plus app**. The Canon CameraAccess plus app is available for download on both compatible iOS or Android smartphones and tablets. The Live Streaming feature allows a user to control the VIXIA mini X compact personal camcorder from remote locations. An optional Pan Table base accessory can be attached to the bottom of the VIXIA mini X compact personal camcorder, allowing users to record such things as band practice or performances from remote locations. While using the Canon CameraAccess plus app and Pan Table base together users can chose 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.

Pricing and Availability

The VIXIA mini X compact personal camcorder is scheduled to be available in March for an estimated retail price of \$399.99. 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 production 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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*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.