

CANON POWERSHOT N DIGITAL CAMERA HONOURED WITH THE BRONZE INTERNATIONAL DESIGN EXCELLENCE AWARD

MISSISSAUGA, ON. July 3, 2014 - Canon Canada Inc., a leader in digital imaging solutions, today recognizes that its parent company, Canon Inc., announced the Company's PowerShot N digital camera (released in April 2013) has been recognized with the Bronze International Design Excellence Award (IDEA) in the Entertainment category by the Industrial Designers Society of America.



PowerShot N Digital Camera

Considered the preeminent international design awards competition, the International Design Excellence Awards, launched in 1980, aim to foster business and public understanding of the importance of industrial design excellence to the quality of life and the economy. Products are reviewed based on not only their functions and aesthetic quality, but also such factors as level of innovativeness, as well as benefits to users and to society as a whole. The awards program recognizes the best product designs from a wide range of areas, including industrial products, consumer electronics and household goods, along with vehicles, sports items and furnishings.

Canon developed the PowerShot N digital camera for users looking to capture and share high quality photos via social networking sites using smartphones, tablets and similar devices. Featuring an all-new design and unique operability, the camera includes features such as a Creative Shot mode, which automatically adjusts composition, colour and lighting to produce five unique images along with the original photo, as well as a shutter ring that shifts vertically to snap photos. In addition, a Mobile Device Connect Button allows the camera to easily connect to a smartphone or other device with a single touch of a button.

In addition to the IDEA bronze award, the Canon PowerShot N digital camera has also been honoured with a prestigious 2013 Good Design Award in Japan and 2014 iF Design Award in Germany.

Encouraged by the recognition of the Company's design excellence, Canon will continue striving to realize products that combine the highest levels of performance and design.

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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