

CANON COMMEMORATES 25 YEARS SINCE THE LAUNCH OF THE FLAGSHIP MODEL EOS-1 SERIES OF DIGITAL SLR CAMERAS

MISSISSAUGA, ON., June 10, 2014 - Canon Canada, a leader in digital imaging solutions, today announced that its parent company, Canon Inc., is commemorating the 25th anniversary of the EOS-1 series, the flagship model lineup of the Company's EOS series of interchangeable-lens cameras that debuted in 1989.



The inaugural EOS-1



The latest-model EOS-1D X

In 1987, Canon launched EOS, the world's first autofocus (AF) single-lens reflex camera to feature a fully electronic mount system, using electrical signals to control such functions as autofocus and aperture adjustment. Two years later, in 1989, the Company introduced the top-of-the-line professional model EOS-1. Created to satisfy the advanced demands of professional photographers, the camera marked the inaugural model of Canon's EOS-1 series. Based on the EOS concept of delivering automated performance in accordance with the will of the user, the EOS-1 featured cutting-edge technologies, class-leading levels of performance, high durability, robustness and reliability.

Canon has consistently launched flagship-model SLR cameras designed to satisfy the demands of professionals in step with the changing times. First, in 1994, as a growing number of professional photographers were making use of the autofocus capabilities offered by EOS cameras and EF lenses, Canon launched the EOS-1N which featured an increased number of focusing points and enhanced predictive focusing capabilities when tracking moving subjects. Then, in 2000, the Company introduced the EOS-1V, equipped with 45-point high-density area AF, which contributed to accurate and precise high-speed predictive AF up-to 9 frames-per-second.

Upon entering the digital era, in 2001 Canon launched its first flagship-model, professional digital SLR camera the EOS-1D, followed in 2002 by the EOS-1Ds, equipped with a full-frame 35mm sensor. Since then, the Company has reinforced its product lineup through efforts targeting enhanced image quality, continuous shooting performance and rugged reliability even when shooting in adverse weather conditions such as rain or snow.

In June 2012, Canon released the EOS-1D X, its latest flagship pro-model digital SLR camera, marking the EOS-1 series' 13th* model since the launch of the original EOS-1. The EOS-1D X Digital SLR has garnered strong acclaim from professionals working in a wide range of fields, from photojournalism and sports coverage to commercial and nature photography.

Through the introduction of its powerful flagship model EOS-1 series, Canon continues to enhance the value of its product lineup by incorporating cutting-edge technologies, and the expansion of these technologies, even to entry-level models. In addition to its robust camera lineup, Canon contributes to developing the culture of photographic and video imaging through its efforts to fulfill the diverse needs of its users.

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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** Including the EOS-1D C digital SLR camera, launched in December 2012 and capable of recording 4K video, Canon's EOS-1 series lineup comprises a total of 14 models.*