

TAKING YOU CLOSER: CANON UNVEILS THE EF-M 55-200MM F/4.5-6.3 IS STM

MISSISSAUGA, ON., June 17, 2014 – Canon today announces a new addition to its EF-M lens range with the introduction of its first dedicated telephoto zoom lens – the EF-M 55-200mm f/4.5-6.3 IS STM. Designed for Canon's Compact System Camera, the EOS M, the new EF-M 55-200mm f/4.5-6.3 IS STM features Canon's signature optical performance, advanced Stepping Motor Technology (STM), a 3.5-stop optical Image Stabilizer, and provides a versatile 55-200mm focal range to help users get closer to the subjects they love.

**EF-M 55-200mm f/4. 5-6.3 IS STM****Taking you closer**

The EF-M 55-200mm f/4.5-6.3 IS STM joins three existing lenses in the EF-M range, which together offer a diverse variety of focal lengths from 11-200mm. The perfect addition to any EOS M kit bag, the new lens opens additional creative possibilities for EOS M shooters through its suitability to capture a wide selection of scenes — from eye-catching portraits at 55mm to wildlife at 200mm.

Leading optical technologies for incredible images

Developed using the company's unparalleled optical expertise, the EF-M 55-200mm f/4.5-6.3 IS STM features Canon's powerful optical Image Stabilizer and STM technology to deliver outstanding levels of detail when

shooting stills and movies. When shooting movies specifically, STM technology ensures smooth focus transitions, as focus shifts from one subject to another. The STM mechanism also provides near-silent focusing, giving videographers the ability to shoot movie soundtracks which capture the natural ambience of the scene in front of them. Additionally, thanks to a highly-effective 3.5-stop optical Image Stabilizer, which reduces visible camera shake, users can also shoot sharp stills while using the zoom, and steady movies while capturing action.

Designed to make great photography easy

Constructed of a high quality metal exterior – a trademark of the EF-M lens range – the EF-M 55-200mm f/4.5-6.3 IS STM is also compact, lightweight and portable, making it ideal for everyday use. Inside the lens, an Ultra-low Dispersion (UD) element delivers outstanding image quality throughout the zoom range. Furthermore, its non-rotating front element makes it easy to maintain a consistent effect when using filters and the full-time manual focus ring offers greater creative freedom to adjust focus during shooting.

EF-M 55-200mm f/4.5-6.3 IS STM key features:

- Get closer to the action with your EOS-M camera
- Image Stabilizer keeps images sharp
- Compact enough to go anywhere
- Smooth, near-silent STM focusing
- Make quick adjustments with a manual focus ring
- Shoot great quality images – full of sharp details and rich colour.

Priced at \$420.99, the EF-M55-200mm f/4.5-6.3 IS STM will start shipping in early July.

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