

CANON BROADENS ITS IMAGING LINEUP WITH TWO NEW EF ULTRA WIDE-ANGLE ZOOM LENSES

High Performance Lenses Offer Optical Image Stabilizer and a Refined Compact Design

MISSISSAUGA, ON. May 13, 2014 – Canon Canada Inc., a leader in digital imaging solutions, is proud to announce two new wide-angle lenses, just in time for summer. The introduction of the new Canon EF 16-35mm f/4L IS USM and the EF-S 10-18mm f/4.5-5.6 IS STM wide-angle zoom lenses provides Canon digital SLR camera users with the ability to capture stunning photographs and videos of spacious landscapes and many other iconic scenes. The EF 16-35mm f/4L IS USM lens is the first L-series wide-angle zoom lens equipped with image stabilization, providing professional photographers with expanded creative options, especially in low light. The EF-S 10-18mm f/4.5-5.6 IS STM wide-angle lens is an affordable option for entry-level DSLR users looking to enhance their images and videos with unique and creative perspectives.



EF 16-35mm f/4L IS USM



EF-S 10-18mm f/4.5-5.6 IS STM

“Having just reached a milestone of producing 100 million EF lenses, Canon is dedicated more than ever before to its heritage of creating outstanding optics for photographers of all levels,” said Justin Lam, Vice President and General Manager, Imaging Technologies and Communications Group & Internet Marketing Division, Canon Canada Inc. “The EF 16-35mm f/4L IS USM and EF-S 10-18mm f/4.5-5.6 IS STM ultra-wide zoom lenses, when paired with Canon EOS Digital SLR cameras, are powerful tools that can enhance any photographer’s creativity.”

EF 16-35mm f/4L IS USM

Fully compatible with all EOS Digital SLR cameras including full-frame models like the EOS 5D Mark III and EOS 6D Digital SLR cameras, the compact and lightweight EF 16-35mm f/4L IS USM ultra wide-angle zoom lens offers high image quality and an Optical Image Stabilizer (IS) for shake correction up to four shutter speed steps^[1], making handheld shooting possible in dimly lit scenes where camera shake can occur. In addition, an intelligent CPU in the lens automatically selects the optimal IS mode by recognizing differences between normal handheld shots and panning. This technological advancement supports a greater range of creative expression for photographers in otherwise difficult shooting situations, such as dark indoor scenes where flash photography is prohibited, or in places where a tripod cannot be used, or when shooting at low ISO speeds.

The EF 16-35mm f/4L IS USM ultra wide-angle zoom lens features newly developed, high quality Canon optics that incorporate three GMo (Glass-Molded) aspheric lens elements, including a large-diameter aspheric lens, which help improve image quality by correcting aberrations. Two additional UD lens elements help reduce chromatic aberration from edge to edge throughout the entire zoom range for excellent image quality with high

resolution and contrast. The lens also features enhanced fluorine lens coatings on the front and rear lens surfaces to repel dust particles and help ensure superb color balance while minimizing ghosting. The inner focusing and ring USM offer silent, fast and accurate autofocus. Full-time manual focus adjustment is available in autofocus (AF) mode. A nine-blade circular aperture creates beautiful, soft backgrounds. A new compact four-group zoom system provides a minimum focusing distance of 0.28m/11 inches throughout the zoom range and a maximum magnification of 0.23x at the telephoto end for outstanding performance.

EF-S 10-18mm f/4.5-5.6 IS STM

Created to be a great companion lens for the Canon EOS 70D, EOS Rebel T5i, EOS Rebel SL1 and other EOS Digital SLR cameras with APS-C size image sensors, the EF-S 10-18mm f/4.5-5.6 IS STM lens expands Canon's line of Stepping Motor (STM) lenses. For entry-level users, this affordable wide-angle lens offers the ability to shoot creative, high-quality images and video in tight indoor locations such as a cozy corner table in a restaurant or unique vacation photos where the subject is close up, yet the surrounding area can still fill the frame.

The EF-S 10-18mm f/4.5-5.6 IS STM ultra wide-angle zoom lens features a compact and lightweight design with an Optical Image Stabilizer for shake correction up to four shutter speed steps^[ii], enabling handheld shooting in low light. The lens' stepping motor and newly designed focus mechanism are ideal for Canon EOS Movie Servo AF (available on EOS 70D, EOS Rebel T5i and EOS Rebel SL1 cameras) to provide smooth, quiet and continuous autofocus during video shooting, as well as when taking photos.

The EF-S 10-18mm f/4.5-5.6 IS STM ultra-wide zoom lens features one UD lens element to help reduce chromatic aberration throughout the zoom range for excellent image quality with high resolution and contrast. It also features enhanced multi-layer lens coatings to help ensure superb color balance while minimizing ghosting and flare, while a seven-blade circular aperture creates beautiful, soft backgrounds.

Compared to the EF-S 10-22mm f/3.5-4.5 USM wide-angle lens, the EF-S 10-18mm f/4.5-5.6 IS STM ultra wide-angle zoom lens is nearly 20% smaller and 38% lighter. When combined with a compact digital SLR, such as the Canon EOS Rebel SL1 camera, the smaller size makes it very convenient to carry with the camera when traveling. The compact four-group zoom optical system provides a maximum magnification of 0.15x at the telephoto end. The wide-angle zoom range of the new EF-S 10-18mm f/4.5-5.6 IS STM is a perfect complement to the currently available EF-S 18-55mm IS and EF-S 55-250mm IS STM zoom lenses.

New Lens Availability

The Canon EF 16-35mm f/4L IS USM and the EF-S 10-18mm f/4.5-5.6 IS STM ultra-wide zoom lenses are scheduled to be available in June for estimated retail prices of \$1,319.99 and \$359.99, respectively. For more information about Canon EF Lenses visit: www.usa.canon.com/cusa/consumer/products/cameras/ef_lens_lineup.

For more information, please visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

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[ii] Based on CIPA (Camera & Imaging Products Association) standards. Testing performed using EOS-1D X digital SLR camera at focal length of 35mm

[iii] Based on CIPA (Camera & Imaging Products Association) standards. Testing performed using the EOS 7D Digital SLR camera at a focal length of 18mm (29mm in 35mm equivalence).