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## CANON CANADA INTRODUCES NEW SUPER-TELEPHOTO ZOOM LENS, THE COMPACT AND HIGHLY MOBILE CANON EF 100-400mm f/4.5-5.6L IS II USM

*New Super-Telephoto Zoom Lens Delivers an Enhanced IS System Providing Four Shutter Speed Steps of Correction, a Rotation-Type Zoom Ring, and New Optical Element Formula to Help Maximize Image Quality*

**MISSISSAUGA, ON., November 10, 2014** — Canon Canada, a leader in digital imaging solutions, today announced the highly anticipated Canon EF 100-400mm f/4.5-5.6L II USM lens, a second generation compact super-telephoto zoom lens featuring significant advancements in optical quality, image stabilization performance up-to-four steps, and rotating-zoom-ring design. This new L-series super-telephoto zoom lens features Canon L-series weather resistance and rugged magnesium housing to meet the needs of wildlife and sports photographers or photojournalists working out in the elements. Fully compatible with all EOS cameras, the EF 100-400mm f/4.5-5.6L II USM features a completely redesigned optical formula containing one Fluorite and one Super UD lens element — a combination unique to lenses in this focal range — to help deliver sharp images with high resolution and contrast. This combination of elements helps thoroughly suppress chromatic aberration throughout the entire zoom range.

For photographers who want to work as closely as possible to their subjects, the minimum focusing distance of the lens has been reduced to just 3.2 ft. (0.98m), resulting in maximum magnification of 0.31x. The original EF 100-400mm f/4.5-5.6L IS USM was well known for its push-pull zoom adjustment, but the EF 100-400mm f/4.5-5.6L II USM uses a rotation-type zoom ring similar to the one found on the EF 70-300mm f/4-5.6L IS USM lens that allows for more precise adjustments, easier handling, and consistently excellent weight balance during handheld photography. In addition, the lens features an improved zoom torque adjustment ring that allows for the easy setting of zoom tension based on personal shooting preferences. The Canon EF 100-400mm f/4.5-5.6L II USM also features an inner focusing system, a powerful yet quiet Ring USM, a high-speed CPU and optimized auto focus (AF) algorithms for fast and accurate autofocus in various shooting situations.

The Canon EF 100-400mm f/4.5-5.6L II USM features three Image Stabilization (IS) modes — standard, panning, and during exposure only. Each IS mode is individually engineered to help provide outstanding results in a wide variety of shooting situations, and all serve to satisfy the personal preferences of photographers based on the type of IS they desire. The optical IS provides up to four shutter speed steps of correction, increased from 1.5 steps in the previous model\*. In addition, the EF 100-400mm f/4.5-5.6L II USM features Canon's newly developed Air Sphere Coating (ASC) which helps to reduce backlit flaring and ghosting significantly, as well as a 9-bladed circular aperture Electro-Magnetic Diaphragm that helps to enhance beautiful, softly blurred backgrounds.

As with all L-series lenses, the Canon EF 100-400mm f/4.5-5.6L II USM is highly resistant to dust and water, with excellent durability in even harsh conditions, ideal for wildlife photographers even in rainforest environments, or sports photographers on the sideline grabbing action shots of the big game. Fluorine coating on the front and rear surfaces of the lens can repel dust particles and water droplets. It also makes smears and fingerprints easy to remove without the use of lens cleaning fluid. Included with the lens is the new ET-83D lens hood, that features a cleverly placed and convenient side window allowing

the user to easily adjust specialty filters while the lens hood remains in place. In addition, the EF 100-400mm f/4.5-5.6L II USM is equipped with a newly designed detachable tripod mount which can be removed to reduce weight during handheld operation.

### **Pricing and Availability**

The Canon EF 100-400mm f/4.5-5.6L II USM Super-Telephoto Zoom Lens is scheduled to be available in December 2014 for an estimated retail price of \$2,599.99.

### **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. 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](http://www.canon.ca) or join us on Facebook at: [www.facebook.com/CanonCanada](http://www.facebook.com/CanonCanada).

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† Based on weekly patent counts issued by United States Patent and Trademark Office.

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\*Using the EOS- 1D X, conforms to CIPA (Camera and Imaging Products Association) standards.