

THREE NEW HIGH-END, ADVANCED POWERSHOT MODELS FROM CANON CANADA EMPOWER PHOTOGRAPHERS TO CREATE AMAZING IMAGES AND VIDEO

PowerShot G7 X is the Company's First One-Inch Sensor Compact Digital Camera, PowerShot SX60 HS Digital Camera Boasts a Super 65x Optical Zoom Lens and PowerShot N2 Digital Camera Features an Updated Body Design with a Selfie-Ready LCD Touch Panel

September 15, 2014 – Canon Canada Inc., a leader in digital imaging solutions, today announced three new PowerShot models expanding upon its lineup of high-quality, compact digital cameras, the **PowerShot G7 X**, the **PowerShot SX60 HS** and the **PowerShot N2**¹.

The PowerShot G7 X is Canon's first compact point-and-shoot camera with a one-inch sensor, giving users an outstanding portable camera, allowing them to take high-quality photographs and videos.

The PowerShot SX60 HS camera features a 65x Optical Zoom lens and amazingly broad focal length range equivalent to 21mm -1365mm, while the PowerShot N2 camera has a compact and unique, stylish design with a selfie-ready, flip-up touch panel LCD that makes it easy for social media fanatics to share their favorite photos and videos via the camera's Wi-Fi® and Near Field Communications (NFC™)² features.

THE POWERSHOT G7 X DIGITAL CAMERA

Ideal for those looking for DSLR features and quality in a compact point-and-shoot body, the PowerShot G7 X digital camera is Canon's first compact camera with a one-inch sensor. The large, one-inch, 20.2-megapixel High-Sensitivity CMOS sensor delivers optimal performance with an ISO range of 125 – 12,800. The sensor, along with Canon's exclusive DIGIC 6 Image Processor, creates Canon's high-sensitivity HS System delivering excellent low-light performance so images and videos shot are clear and sharp, helping to make sure the finest details of the scene are preserved.

Featuring an impressive, newly developed premium quality Canon lens with 4.2x optical zoom ratio (equivalent to 24-100mm), together with a maximum aperture range of f/1.8 to f/2.8 from wide to telephoto, the PowerShot G7 X camera gives users the high level of optical performance required to capture beautiful images when shooting portraits and crisp clarity when shooting sweeping landscapes or creative macro shots. The lens features a nine-blade curved aperture diaphragm to provide beautiful, blurred backgrounds even at full-zoom range. And the camera's built-in ND filter expands the options for creative expression with stills and videos. The PowerShot G7 X camera lets users fully realize the clarity and creativity of their shots with the new multi-angle (up to 180°) three-inch capacitive touch LCD panel featuring a screen resolution of 1,040K dots.

Greatly improving a photographer's ability to capture subjects in motion is the camera's High Speed AF and its 31 AF points, spread widely across the picture area; this helps users capture every shot with accuracy and ease. Paired with continuous shooting speeds up to 6.5 frames per second, the PowerShot G7 X camera gives users the capability to take their best shots in full resolution.

The PowerShot G7 X camera is equipped with built-in Wi-Fi technology, so users can share their stunning still images and videos quickly and easily online using compatible mobile devices³. Using the Mobile

Device Connect Button, users can connect to a compatible smartphone or tablet easily, while direct uploading and storage of images and movies to the web is easily done using Canon iMAGE GATEWAY⁴. For even easier connectivity, the PowerShot G7 X camera also features NFC making initial setup and pairing easier with a compatible Android device.

Photographers can also capture stunning Full HD video up to 1080/60p with the PowerShot G7 X camera. Accessing the various video shooting modes is also easily done as the automatic and manual focus, along with the exposure settings, can be controlled using the touch panel, the dial on the back of the camera or a control ring on the lens and convenient playback on an HDTV can be done via the camera's HDMI port.

A STARRY, STARRY NIGHT

The PowerShot G7 X camera also offers multiple shooting modes giving users the power of expression. For example, the advanced Star Mode features four options to capture images of starry night skies with impeccable quality. The "Star Portrait" and "Star Nightscape" modes help capture the radiance of stars in the background while still allowing photographers to capture a foreground subject. The "Star Trails" mode turns star movement into a luminous still image, while the "Star Time-Lapse Movie" mode makes beautiful video clips that show the movement of the stars against a static background.

For even more creative expression, the PowerShot G7 X camera features Canon's unique Creative Shot Mode for still images, now with four filter categories: **Retro**, **Monochrome**, **Special** and **Natural**. Smart AUTO technology selects 58 different pre-defined scenes for still shots and 21 for video making it possible to take beautiful images and video in a variety of situations. The camera's High Dynamic Range (HDR) Mode offers ample versatility for creating still images with an artistic flare. Additionally, the camera's Intelligent IS automatically chooses from one of eight modes to help optimize image stabilization for virtually shake-free images in various shooting conditions.

For photography purists, the PowerShot G7 X camera fully supports both manual exposure control and the user's choice of RAW, JPEG or RAW+JPEG recording formats. The PowerShot G7 X camera also provides excellent manual control operability with a touch panel, a programmable control ring on the lens, an exposure compensation dial, and two customizable buttons on the back in a sleek, compact body.

The PowerShot SX60 HS Digital Camera

The new PowerShot SX60 HS digital camera is the latest addition to Canon's SX high-power zoom lineup. With 65x optical zoom (equivalent to 21-1365mm) and Optical Image Stabilization for steady images, this camera lets users zoom in and capture special moments even at long range. The new model includes a 16.1 megapixel* CMOS image sensor that, when paired with Canon's DIGIC 6 Image processor, creates Canon's high-sensitivity HS System to enhance low-light image quality. Further boosting the performance of the camera's 65x zoom lens is Canon's innovative Intelligent IS system which provides users with outstanding 8-mode shake correction technology. For filmmaking enthusiasts, the camera's 1080/60p Full HD video capabilities feature the choice of automatic or manual exposure control together with a built-in stereo microphone and a port for optional external stereo microphone to record life-like audio with ease.

Like the PowerShot G7 X, the PowerShot SX60 HS camera is equipped with built-in Wi-Fi technology, so users can share the amazing still images and videos taken with the camera online quickly and easily using compatible mobile devices. The camera's Mobile Device Connect Button makes it easy for users to connect to a compatible smartphone or tablet. Images and movies uploaded to the cloud via Canon iMAGE GATEWAY can be shared easily on social media platforms. The PowerShot SX60 HS camera also includes NFC making initial setup and pairing easier with a compatible Android device.

The PowerShot SX60 HS camera features Canon's Face Detection and Tracking AF system plus full resolution continuous shooting up to 6.4 frames per second (when not using Tracking AF). The camera also features a new EOS-style grip design for comfortable and secure handling. Users can choose between a three-inch 922K dot Vari-Angle LCD screen for low-or high-angle shooting and a high-resolution 922K dot electronic viewfinder, ideal for shooting in bright outdoor conditions.

When shooting at extreme telephoto focal lengths, the Zoom Framing Assist function remembers the user's previous zoom position, zooms out to locate the subject, and zooms right back into the saved position when the button is released. An additional feature to this Zoom Framing Assist allows users to preset a desired composition such as whole body, upper body or face. Once this feature is enabled, the PowerShot SX60 HS camera will zoom its lens automatically to maintain the desired composition even if the subject moves closer to or further away from the camera. Another new function called *Zoom Memory* makes it possible to quickly return to the most recently used zoom position, even if the battery or memory card is replaced.

To help make photographs and video that are creative yet simple to capture, the PowerShot SX60 HS camera features Creative Shot mode and Canon's Smart AUTO mode that intelligently selects optimal camera settings from 58 different pre-defined scenes for still shots and 21 for video. The PowerShot SX60 HS camera also features full manual exposure and focus control, with the photographer's choice of JPEG, RAW, or JPEG+RAW capture modes. The PowerShot SX60 HS camera is also fully compatible with Canon EX-series Speedlites for professional quality lighting effects.

The PowerShot N2 Digital Camera

The new Canon PowerShot N2 digital camera, with its stylish square shape, is packed with creative features that provide users with even more freedom to capture their most creative images. Featuring an 8x Optical Zoom lens (equivalent to 28-224mm), the camera gives users the imaging quality needed to capture great photos. The camera also houses a 16.1 megapixel* CMOS image sensor and DIGIC 6 Image processor so memories are preserved and can be shared for years to come.

With enhanced Wi-Fi capabilities, the PowerShot N2 allows users looking to share creative images of moments with family and friends anytime and anywhere. Using the Mobile Device Connect Button, users can connect to a compatible smartphone or tablet easily. Images uploaded to the cloud via Canon iMAGE GATEWAY can be shared easily on social media platforms. The PowerShot N2 camera also includes NFC making initial setup and pairing easier with a compatible Android device.

The sleek, distinct design of the PowerShot N2 camera features a 2.8-inch, 180° tilt, capacitive touch LCD screen and, in combination with the camera's new Self Portrait mode, makes this the ideal camera for taking a spontaneous selfie. The screen also allows for users to capture low-angle or difficult to shoot angles. Different from the shutter ring on the PowerShot N camera, that could be pressed on the top or bottom of the ring, the new shutter ring on the PowerShot N2 camera now functions with an all-round release, allowing users to hold the camera in various ways as well as making it a great camera choice for left or right-handed photographers.

The camera's Creative Shot mode, which was also featured on the PowerShot N camera, has been enhanced with added filters, giving users the ability to easily apply either a Retro, Monochrome, Special or Natural look to their photos. Also unique to this model, the advanced movie shooting feature in Creative Shot mode combines several movie clips automatically with special effects including super slow motion, quick motion, and various filters for creating fantastic short films. The PowerShot N2 camera also features Smart Auto Mode with 58 different pre-defined scenes for still shots and 21 for video, so no matter the shooting situation users can expect that their photo or video will be captured just as they imagined.

Pricing and Availability

The PowerShot G7 X digital camera is scheduled to be available in mid-October 2014 for an estimated retail price of: \$749.99.

The PowerShot SX60 HS digital camera is also scheduled to be available in early October 2014 for estimated retail price of \$579.99.

The PowerShot N2 digital camera is scheduled to be available the end of November 2014 with a choice of black and white body colors for an estimated retail price of \$349.99.

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

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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.

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¹ This device has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be offered for sale or lease, or sold or leased, until authorization is obtained.

² Compatible with Android devices version 4.0 or later.

³Compatible with iOS versions 6.0/6.1/7.0/7.1, Android smartphone versions 2.3.3/4.0/4.1/4.2/4.3/4.4 and Android tablet versions 4.0/4.1/4.2/4.3/4.4. Data charges may apply.

⁴ One-time registration is required on CANON iMAGE GATEWAY online photo album.

*Image processing may cause a decrease in the number of pixels.