

CANON CELEBRATES 80th ANNIVERSARY OF KWANON, COMPANY'S FIRST CAMERA

MISSISSAUGA, ON. September 2, 2014 — Canon Canada Inc., a leader in digital imaging solutions, today announced its parent company, Canon Inc., is commemorating the 80th anniversary of Canon's first camera, the Kwanon. The engineers who created the camera decided to name it after Kwannon, the Buddhist goddess of mercy, hoping the deity would share her benevolence as they pursued their dream to produce the world's finest camera. The camera's lens, called Kasyapa—after Mahakasyapa, a disciple of Buddha—also took its name from Buddhism. Additionally, the top portion of the camera body featured an engraving depicting the thousand-armed Kwannon.



The Kwanon camera prototype



The Kwanon symbol that was engraved into the top of the camera body

In 1936, two years after the birth of the Kwanon and following much trial and error, Canon launched the Hansa Canon,* its first commercial 35mm focal-plane-shutter camera, thus embarking on the Company's history as a camera manufacturer.

In 1959, Canon introduced its first single-lens reflex (SLR) camera, the Canonflex, followed in 1961 by the Canonet, an immensely popular rangefinder camera that took the market by storm, selling out an entire week's worth of inventory in a mere two hours. Following these successes, the Company continued to lead the industry with a range of popular camera models, such as the F-1, a top-of-the-line 35mm SLR camera introduced in 1971, and the AE-1, introduced in 1976, which was the world's first SLR camera equipped with a built-in microcomputer.

In 1987, following continued technological innovation, Canon launched EOS, the world's first AF (autofocus) SLR camera to employ a fully electronic mount system. In 1995, EOS marked its entry into the digital era; today, the lineup continues to evolve. In 2012, the Company released the Cinema EOS System, a lineup of professional digital cinematography cameras and lenses realized through the culmination of various technological innovations centered on optical technologies developed since the Company's founding. Since its introduction, the Cinema EOS System has contributed to expanding the horizons of visual expression and recently surpassed 1,000 units sold in Canada.

Over the 80 years since the birth of the **Kwanon** camera prototype, Canon, supported by its wide user base, has continuously striven to realize camera and lens technologies to fulfil the Company's never-ending ambition to create the world's finest cameras. Leveraging the technologies and know-how it has acquired over its history, Canon will continue contributing to the development of the photographic and video imaging culture through its technologies and products designed to satisfy the expectations of a wide range of users.

* Made possible through the cooperation of Nippon Kogaku K.K. (present day Nikon Corporation). "Hansa" was the trademark of Omiya Photo Supply, a wholesaler of cameras and photo products. In accordance with a contractual obligation, it was engraved on the top of the camera.

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

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