



www.canon.ca

NEWS

CANON CANADA ANNOUNCES NEW EOS C300 MARK II DIGITAL CINEMA CAMERA

With New Super 35mm Sensor and 4K Internal Recording, the Latest Addition to the Canon Cinema EOS Line Offers High Image Quality and a 15-stop Wide Dynamic Range

MISSISSAUGA, ON., April 8, 2015 – Canon Canada Inc., a leader in digital imaging solutions, is proud to introduce the new EOS C300 Mark II Digital Cinema Camera for cinema, documentary, event and commercial videography. As the latest addition to the Canon Cinema EOS line of professional cameras, the EOS C300 Mark II features evolutionary updates including a new 8.85 Megapixel Super 35mm Cinema CMOS Sensor, new Dual DIGIC DV 5 Processors and a new Canon XF-AVC Codec that allows 10-bit 4:2:2 4K image data to be recorded internally, and an expanded dynamic range of up to 15 stops.

Enhanced Features & Benefits

To engineer the next evolutionary step up from the EOS C300 Cinema Camera, Canon has developed a new Super 35mm CMOS sensor that supports high-image-quality internal video recording from Full HD (1920x1080) and 2K DCI (2048x1080) to 4K UHD (3840x2160) and 4K DCI (4096x2160), utilizing Canon's proprietary Over Sampling HD Processing to help meet the needs of multi-purpose productions. The new imaging sensor maximizes the amount of light that falls on each photosite through a wider pixel pitch, enhancing the EOS C300 Mark II camera's sensitivity, while minimizing noise and supporting ISOs up to 102,400. The new sensor is also capable of twice the readout speed compared to the original, which in turn significantly reduces the occurrence of rolling shutter distortion.

The EOS C300 Mark II uses Canon's new XF-AVC codec that compresses the camera's 4K image data at a high level of quality for internal recording using CFast 2.0 memory cards. The EOS C300 Mark II can also output its signal simultaneously through built-in 3G-SDI ports for full uncompressed RAW recording to an external recorder.

The EOS C300 Mark II features a new log gamma tone curve - Canon Log Gamma 2 - which was designed specifically to help maximize the recording capabilities of the camera. The log format files can be ideal for post-production allowing users to apply processes where corrections, colour matching and grading are applied, providing users with a high level of creative freedom in post-production without substantially degrading the image quality.

The EOS C300 Mark II camera supports both ACES and REC .2020 workflows, and utilizes the Material Exchange Format (MXF) for its file structure. MXF is an internationally standardized container format for the exchange of video and audio material. Using the MXF format, video and audio can be wrapped into a single file along with important metadata. With MXF, the EOS C300 Mark II camera can benefit from both the highest level of compatibility with popular non-linear editing systems, and also with high-end network systems used by many networks and production studios.

The Dual DIGIC DV 5 processors on the EOS C300 Mark II camera work hand-in-hand with the new Super 35 Canon CMOS sensor to enable a wide variety of image quality and feature improvements including 15 stops of dynamic range, bit rates up to 410 Mbps, Canon Log Gamma 2, XF-AVC Codec, Dual Pixel CMOS AF, simultaneous 4K and HD Proxy recording and 2K/FHD frame rates up to 120

frames per second. 10-bit recording with 4:2:2 colour sampling is available at all resolution settings, but the 2K and Full HD resolutions also support 12-bit recording at 4:4:4 colour sampling for maximum colour fidelity.

The EOS C300 Mark II camera features the newest generation in Canon Dual Pixel CMOS AF technology that expands selection of the autofocus area to approximately 80 percent (vertically) x 80 percent (horizontally) of the total image area. The EOS C300 Mark II camera is now capable of face detection AF with EF lenses in addition to existing Canon stepping motor (STM) lenses. Additionally, users can adjust the speed, tracking sensitivity, and specific size and location of the focusing area to help maximize creative control, and a new feature called AF-Boosted MF, which offers increased autofocus stability. A super-imposed graphic interface called the Dual Pixel Focus Guide can also be added as a visual aid for autofocus or to assist with the focusing of manual, cinema-style lenses.

In response to feedback provided by current EOS C300 Cinema Camera users, the EOS C300 Mark II builds on the innovative and efficient ergonomic design of the original camera by adding several redesigned features to help maximize shooting comfort and improve usability. For example, the new camera features a built-in microphone for scratch audio as well as dual CFast 2.0 card slots for MXF recording and an SD card slot for 8-bit 4:2:0 Full HD proxy recordings. The EOS C300 Mark II camera's modular design allows different components to be added or removed as needed, not only to meet the demands of a particular shooting environment, but also to help maximize camera operator comfort. In addition to the core EOS C300 camera body, the new EOS C300 Mark II camera body comes with a removable hand grip and an improved low angle camera handle extension which features new additional attachment points, plus a removable LCD monitor with detachable cables, and control panel with XLR inputs. The EOS C300 Mark II camera is equipped with either a standard EF or PL lens mount, but can be modified at a later point in time for a fee by authorized Canon Cinema EOS service centers for users who prefer either locking EF mount or PL mount.

Pricing and Availability

The Canon EOS C300 Mark II Digital Cinema Camera is expected to be available in September 2015 for an estimated retail price of \$24,999.99, and will be available with either EF or PL mount. For more information please visit: www.canon.ca.

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 or join us on Facebook at: www.facebook.com/CanonCanada.

###

All referenced product names and other marks are trademarks of their respective owners. Availability, prices, and specifications of all products are subject to change without notice. Actual prices are set by individual dealers and may vary.