

CANON CANADA INTRODUCES THE VERSATILE XC10 4K DIGITAL CAMCORDER FOR CREATIVE MULTI-MEDIA IMAGE MAKERS

Ideal for Emerging and Existing Content Creators, the Canon XC10 Camcorder is Compact, Lightweight and Versatile with 4K/Full HD Video Shooting and 12-Megapixel Still Photography Capabilities

MISSISSAUGA, ON., April 8, 2015 – Canon Canada Inc., a leader in digital imaging solutions, is proud to introduce the new XC10 4K Digital Camcorder. Compact, lightweight and versatile, the XC10 is designed to deliver stunning 4K and Full HD video as well as compelling 12-Megapixel still images. The camcorder also has a built-in function to extract eight megapixel still images from recorded 4K video, making it one of Canon's most convenient multimedia tools to date. In addition to the camcorder's 4K and Full HD video capture capabilities, the XC10 camcorder includes a one-inch 12-megapixel CMOS sensor, with a 10x Wide-Angle Zoom Lens with a 2x Digital Teleconverter and Optical Image Stabilization allowing for rock-steady video and still image shooting. This new digital camcorder is ideal for creative individuals and professionals who are interested in cost effective 4K video production, as well as multimedia journalists and news agencies looking to easily expand into 4K Electronic News Gathering (ENG) coverage.

Newly Developed 4K Imaging System

The XC10 Digital Camcorder's 12-Megapixel Canon CMOS sensor delivers up to 12 stops of dynamic range for impressive detail in both highlights and lowlights, whether the user is shooting video or still photos. The camcorder's 10x Wide-Angle Zoom Lens offers a 35mm-equivalent zoom ratio of 24.1-241mm for still photos and 27.3-273mm for movies while remaining compact as a result of the use of two UD lens elements, two Hi-UD lens elements, and two three-sided aspherical lens elements.

The XC10 camcorder incorporates Canon's advanced and proprietary DIGIC DV5 signal processor to support in-camera 4K video acquisition and 5-axis image stabilization (full HD only) as well as slow and fast motion recording. To help ensure that both video and photo image quality is at its highest standard throughout the entire workflow, the XC10 uses two new codecs. When recording 4K, the high image quality XF-AVC Intra codec is used, and for Full HD recording XF-AVC Long GOP is used to maintain outstanding image quality and efficient data rates. The XC10 camcorder can record in Canon Log Gamma, Wide DR or EOS Standard picture modes for increased versatility in colour correction, and allows for greater ease in matching looks with footage from other cameras within the Cinema EOS camera system.

Advanced Operability and Shooting Modes

Operability innovations are designed into the Canon XC10 4K Digital Camcorder to further facilitate creative expression and the ability to capture superb 4K and HD video as well as high-resolution still images. A dedicated focusing ring and a conveniently placed Push AF button allow for reliable manual focusing operation, while a Continuous AF mode with Face Detection

lets users shoot confidently in challenging shooting environments, knowing that the camcorder can hold critical focus while tracking subject movement.

The XC10 camcorder has dedicated microphone and headphone jacks along with a built-in microphone for professional sound monitoring. A Vari-Angle LCD monitor featuring a capacitive touch-panel for simple intuitive control is paired with a rotating hand grip to maximize users' ability to shoot both movies and still images from virtually any angle. The XC10 camcorder also incorporates built-in dual-band 5GHz and 2.4 GHz wireless networks to provide remote camcorder operability through a web browser, a compatible smartphone or a tablet. The wireless function also provides browser previewing of recorded images without the need to remove media from the camcorder. For added convenience, the XC10 can be used hand-held or with camera-support accessories, such as ultra-low-angle car mounts or even drones. Offering slow- and fast-motion recording, multiple picture settings with a variety of looks, and interval shooting for time-lapse still photography, the Canon XC10 4K Digital Camcorder records cinematic H.264 4:2:2/8-bit MXF 4K (UHD) 3840 x 2160 movies to an internal CFast™ card or Full HD 1920 x 1080 video to an SD card at multiple frame rates up to a maximum of 305Mbps/29.97P in 4K and 50Mbps/59.94P in Full HD. The XC10 also offers 12-stop dynamic range Canon Log recording and 4K 30p movie playback via its HDMI 1.4 output port to further support many different workflow options.

The XC10 camcorder's still-photography features include a mechanical shutter to help eliminate rolling-shutter distortion, up to 3.8 frames-per-second performance, support for multiple aspect ratios, and compatibility with EOS system accessories such as the popular Battery Pack LP-E6N, Speedlite flash units, Canon GPS receivers, and remote controllers. The new camcorder features a built-in ND filter, and ISO speeds can be set from 160 to 20,000 for exceptional flexibility in a wide range of lighting conditions. Optional Canon accessories include a Direct Viewfinder for eye-level shooting in bright conditions.

Outstanding Performance, Compact Size

In addition to all of the performance features, the compact size and weight of the XC10 digital camcorder is one of its most valuable assets. Measuring less than five inches in every dimension (approx. 4.9 x 4.0 x 4.8 inches, WxHxD) and weighing just 2.3 pounds fully loaded with an LP-E6 battery pack and two memory cards, the XC10 is designed for maximum mobility and shooting comfort.

Pricing and Availability

The Canon XC10 4K Digital Camcorder is scheduled to be available in June 2015 for an estimated retail price of \$2,999.99 with SanDisk 64GB CFast™ 2.0 card and card reader. 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.