

CANON CANADA INTRODUCES NEW CANON EF 35MM F/1.4L II USM LENS

New L-Series Lens is First to Feature Canon's Proprietary Blue Spectrum Refractive Optics - That Achieves a Higher Level of Chromatic Aberration Correction For Superb Image Quality

MISSISSAUGA, ON., August 27, 2015 – Canon Canada Inc., a leader in digital imaging solutions, today introduced the new EF 35mm f/1.4L II USM lens for EOS system cameras – a wide-angle fixed-focal-length Canon EF lens that is the world's first* to utilize the Company's newly-developed and exclusive Blue Spectrum Refractive Optics (BR Optics). This new optical technology utilizes organic material newly developed by Canon to achieve a higher level of chromatic aberration correction than other existing technologies resulting in outstanding high-quality imaging performance.

Canon's proprietary Blue Spectrum Refractive Optics (BR Optics) incorporate a new organic optical material with unique anomalous dispersion characteristics for use in camera lenses. The molecular design of BR Optics refracts blue light (short wavelength spectrum) to a greater degree than other existing optical technologies including UD glass, Super UD glass and Fluorite, to control colour fringing as effectively as possible. When placed between convex and concave lens elements made from conventional optical glass materials, BR Optics help to produce sharp images with outstanding contrast and colour fidelity by thoroughly reducing axial chromatic aberration.

In addition to BR Optics, the new lens incorporates two aspherical elements and one UD glass element in a 14 element, 11 group optical formula. The EF 35mm f/1.4L II USM lens also features Canon's proprietary Sub-Wavelength Structure Coating (SWC), applied to the rear surface of the first and second aspheric lens elements to help combat flare and ghosting caused by light rays entering the lens at a large angle of incidence. The lens also offers best in class minimum focusing distance at 0.28m (approximately 11 inches) resulting in an increased maximum magnification of 0.21x - ideal for capturing close-up subjects. Autofocusing is swift and virtually silent due to a rear-focus optical system and Canon's original Ring USM focusing motor. Full-time mechanical manual focusing is also available even when the lens is set to AF mode.

The Canon EF 35mm f/1.4L II USM lens features improved durability over its predecessor. As with all L-series lenses, this new lens is highly resistant to dust and water ? making it ideal for outdoor photography, even in harsh conditions. The high-grade design of the lens provides users with a substantial and luxurious feel, as well as optimal operability. In addition, a fluorine coating on the front and rear lens surfaces helps to repel liquids and dust particles, and makes the lens easier to clean.

Pricing and Availability

The new Canon EF 35mm f/1.4L II USM lens is compatible with 72mm filters and will be supplied with Lens Hood EW-77B and Lens Pouch LP1219. It is scheduled to be available in October 2015, for an estimated retail price of \$2,199.00. For more information including specifications and an MTF chart, 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, join us on Facebook at: www.facebook.com/CanonCanada or follow us on Twitter @CanonCanada.

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**As of August 27, 2015.*