

## CANON CANADA ANNOUNCES NEW EF 11-24mm f/4L USM ULTRA WIDE-ANGLE ZOOM LENS

*New Optical Array Delivers Images with Tremendous Depth and Linear Perspective*

**MISSISSAUGA, ON., February 5, 2015** – Canon Canada Inc., a leader in digital imaging solutions, is proud to introduce the superb new Canon EF 11-24mm f/4L USM ultra wide-angle zoom lens designed to deliver high quality, minimally distorted images throughout the entire zoom range. Featuring the widest angle of view (126°05' diagonal) ever achieved for a rectilinear full-frame Digital SLR lens\*, and a minimum focusing distance of 11 inches (at 24mm), this new lens is ideal for professionals who want the ultimate in creative image expression with sharp, crisp detail whether shooting entire buildings from a close position, entire stadium shots from a high-vantage point, large group photos at a scenic wedding or even astrophotography. Cinematographers will be equally as impressed with the lens' ability to retain straight lines.

Fully compatible with all EOS cameras, but particularly effective with full-frame cameras such as the new Canon EOS 5DS and EOS 5DS R Digital SLR cameras also announced today, this new L-series lens features newly developed optics comprised of 16 elements in 11 groups with a three group zoom system and rear focus. The new optical design utilizes four aspherical lens elements to help minimize distortion from the center of the image to the periphery, across the entire zoom range. This new optical array provides straight lines with minimal curve throughout the zoom range, ideal for architectural, event, and forensic photography. The lens also features one Super UD element and one UD lens element to help significantly reduce chromatic aberration and deliver sharp images with high resolution. Canon's advanced lens coating technologies are also liberally employed to help minimize ghosting and flare, while simultaneously enhancing accurate colour balance and maximum light transmission efficiency.

The new Canon EF 11-24mm f/4L USM lens' impressive 11mm starting focal length and 9-blade circular aperture help deliver beautiful, high-quality, detailed images. The new lens accurately reproduces straight lines in the subject with minimal distortion, ideal for architectural and landscape photographers looking to create images with tremendous depth and strong perspective.

Wide-angle lenses are especially prone to flare and ghosting. To help reduce these effects, the new Canon EF 11-24mm f/4L USM lens features Canon's proprietary Sub-Wavelength Structure Coating (SWC) and Air Sphere Coating (ASC). SWC is applied to the rear surface of the first and second aspheric lens elements, while ASC is used on the front of the fourth element. The SWC coatings are particularly effective for combatting flare and ghosting caused by light rays entering the lens at a large angle of incidence, while the ASC coating helps mitigate the same problems for light rays entering the center of the lens. The new lens also employs Canon's Super Spectra Coating (SSC) to enhance light transmission while at the same time optimizing colour reproduction accuracy.

The Canon EF 11-24mm f/4L USM lens features a meticulously designed inner focusing system and zoom ring, as well as a built-in petal type lens hood with light-shielding grooves. Along with a high-speed CPU and optimized AF algorithms, this lens enables fast and accurate autofocus, while its full-time manual focus feature allows manual focus adjustment even in AF mode. As with all L-series lenses, this durable new lens is highly resistant to dust and water -- ideal for outdoor photography even when

conditions are harsh. In addition, a fluorine coating on the front and rear surfaces of the lens helps reduce smears and fingerprints and makes the lens easier to clean.

### **Pricing and Availability**

The Canon EF 11-24mm f/4L USM ultra wide-angle zoom lens joins the robust line up of Canon f/4L USM zoom lenses including 16-35mm, 17-40mm, 24-70mm, 24-105mm, 70-200mm, and 200-400mm + 1.4X Extender models. It is scheduled to be available in late February 2015 for an estimated retail price of \$3,699.99. For more information please visit: [www.canon.ca](http://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](http://www.canon.ca) or join us on Facebook at: [www.facebook.com/CanonCanada](http://www.facebook.com/CanonCanada).

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\* As of January 2015 according to published competitive information.