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NEWS

CANON CANADA INTRODUCES THE WORLD'S HIGHEST RESOLUTION* FULL-FRAME DSLR CAMERAS: EOS 5DS AND EOS 5DS R

Featuring Canon's Newly Designed 50.6 Megapixel Full-frame CMOS Sensor and Dual DIGIC 6 Image Processors, New DSLRs Deliver Ultra-high Resolution Images and Enhanced Features

MISSISSAUGA, ON., February 5, 2015 – Canon Canada Inc., a leader in digital imaging solutions, is proud to introduce the Canon EOS 5DSⁱ and Canon EOS 5DS Rⁱ Digital SLR cameras featuring the world's highest resolution* among 35mm format DSLRs. Providing photographers with uncompromising image quality, these new EOS models incorporate a newly designed Canon 50.6 megapixel full-frame CMOS image sensor and Dual DIGIC 6 Image Processors for superb image quality and processing speed. Perfect for commercial, studio, portrait, landscape and architectural photography, or anyone looking for an affordable alternative to medium format, the ultra-high resolution of these new models allow for large-format printing and extensive cropping capability while maintaining fantastic image quality.

Maximizing the potential of the new 50.6 megapixel sensor – for the first time in an EOS camera the low-pass filter effect in the EOS 5DS R model is cancelled. The cancellation of the low-pass filter helps deliver sharp images, squeezing the most out of every pixel. Both models provide attractive options for medium format shooters especially when coupled with a wide array of more than 70 creative Canon EF lenses to choose from.

Built to Maximize Sharpness

In addition to the 50.6 megapixel full-frame image sensor and Dual DIGIC 6 Image Processors, both cameras include a 61-Point High Density Reticular AF array including up to 41 cross-type AF points and EOS iTR AF for high precision autofocus. They also include the EOS Scene Detection system featuring a 150,000-pixel RGB+IR 252-zone metering sensor that provides enhanced precision and performance.

In support of such a high-resolution imaging sensor, the EOS 5DS and EOS 5DS R cameras were designed to minimize camera shake and significantly improve stability via a reinforced chassis, baseplate and tripod lug to improve rigidity. Canon also re-designed the mirror vibration control system to help reduce mirror bounce and camera shake. To help maximize stability and minimize vibrations, Canon added a new Arbitrary Release Time Lag Setting in Mirror Lock mode in both models. In addition to the standard setting (press the shutter button once to lock the mirror, then again to release the shutter), the EOS 5DS and EOS 5DS R cameras offer new setting intervals of 1/8, 1/4, 1/2, one and two seconds, releasing the shutter after the selected preset delay, allowing potential camera vibration to dissipate before shutter release.

A new Picture Style called "Fine Detail" has been added to enhance the sharpness of JPEGs and EOS Movies with three new settings: Strength, Fineness and Threshold. With such abundant resolution on each sensor, both models also provide two cropped shooting modes, while still delivering high-resolution images 30.5 megapixels for the 1.3x mode and 19.6 megapixels for the 1.6x mode. The available crop options are visible as a mask or an outline in the viewfinder; so shooters can know exactly where to frame their subject.

Capturing the Action

Like the EOS 7D Mark II, the EOS 5DS and EOS 5DS R cameras feature an advanced AE system that can detect and compensate for flickering light sources such as sodium vapor lamps that are often used in gymnasiums and natatoriums. When enabled, this anti-flicker system automatically adjusts shutter release timing to help reduce disparities in exposure and colour especially during continuous shooting. And new Auto White Balance settings include Ambience Priority and White Priority (for use when shooting under tungsten lighting).

Photographers and cinematographers will appreciate improved custom controls including a built-in intervalometer and bulb timer to enable the capture of time-lapse images and long-exposure images. These features are ideal for recording fireworks, star trails, sunrises and more.

Both models feature Intelligent Viewfinder II providing approximately 100 percent field of view, while adding the ability to display cropped shooting frames and superimpose a customizable selection of camera settings and data such as dual-mode electronic level display and grid, as well as exposure, white balance, metering, drive, image quality and AF modes. A new Customizable Quick Control Screen, another first for EOS cameras, allows photographers to quickly change frequently used camera settings and functions.

The EOS 5DS and EOS 5DS R cameras continue the EOS Movie tradition with the ability to shoot in 1080p Full HD up to 30p or 720p HD video up to 60p. A creative Time Lapse Movie function, a first for EOS cameras, takes a continuous series of still photographs and automatically combines them in camera into a Full HD movie file. Interval adjustments can be set from one second to 99 hours, 59 minutes and 59 seconds. The number of shots possible range from 2 to 3,600 with a maximum of two minutes and 30 seconds of playback time. In addition, high-speed continuous shooting up to five-frames-per-second (fps) at full 50 megapixel resolution allows users to capture fast action.

The EOS 5DS and EOS 5DS R cameras feature dual card slots for CF and SD memory cards, including Ultra High Speed (UHS-1) SD cards. Built to last, the cameras also feature a shutter durability rating up to 150,000 cycles, the same as the EOS 5D Mark III.

Availability

The EOS 5DS and EOS 5DS R Digital SLR cameras are scheduled to be available through authorized Canon dealers in June 2015 for estimated retail prices of \$4,099.99 and \$4,299.99 for the body only, respectively.

For more information about the Canon EOS 5DS and EOS 5DS R Digital SLR cameras, the full list of product specifications and compatible lenses, 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.

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** Among 35mm-format Digital SLR cameras as of February 5, 2015 according to published competitive information.*

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