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NEWS

FIVE NEW POWERSHOT DIGITAL CAMERAS FROM CANON CANADA OFFER FUNCTIONALITY, PORTABILITY AND PRECISION FOR CLEAR, BEAUTIFUL PHOTOS AND HD VIDEO

Three New PowerShot SX Series Digital Cameras Feature Super-Zoom Lenses for High-Impact Imaging and Two New PowerShot ELPH Series Digital Cameras Offer Easy-to-Use Features in Sleek, Compact Bodies

MISSISSAUGA, ON., January 5, 2015 – Canon Canada Inc., a leader in digital imaging solutions, today announced the addition of three new super-zoom cameras to its PowerShot SX line-up: the PowerShot SX530 HS, the PowerShot SX710 HS and the PowerShot SX610 HS digital cameras. The company also added two new stylish and compact cameras to its PowerShot ELPH series: the PowerShot ELPH 170 IS and PowerShot ELPH 160 cameras. The PowerShot SX models provide users with high-quality imaging, advanced features and fast focusing, while the PowerShot ELPH models have improved operability to help produce beautiful images and video housed within stylish, slim bodies that can easily fit in a pocket.

The three new PowerShot SX series cameras (the PowerShot SX530 HS, the PowerShot SX710 HS and the PowerShot SX610 HS) feature optical zoom ranges of 50x, 30x and 18x, respectively - making them powerful enough to capture images close-up as well as from a distance. The built-in Wi-Fi® and NFC™ connectivity options in the new PowerShot SX cameras allow users to easily share beautiful images online with family and friends by connecting to a compatible smartphoneⁱ, tablet or Wi-Fi enabled computer. Experiencing the power of a printed image is also easy when users connect and print to a Canon wireless PictBridge certified printer, like the Canon PIXMA MG7520. And for even more convenience, the cameras are compatible with the new Canon Connect Station CS100 – a dedicated device for easy and safe image and video viewing, sharing and storage.

The new PowerShot ELPH 170 IS and PowerShot ELPH 160 digital cameras are easy to take along almost anywhere. Providing users with great imaging quality, the new PowerShot ELPH cameras feature 12x and 8x Optical Zoom lenses, respectively, and 720p HD video – making them perfect for busy parents or an on-the-go college student.

The PowerShot SX530 HS

The PowerShot SX530 HS digital camera builds on the features included in the PowerShot SX520 HS digital camera. With a 50x Optical Zoom lens (equivalent to 24-1200mm) and Canon's Optical Image Stabilization, the camera is ideal for those with active lifestyles who want to take high-quality close-up shots of their travel adventures or weekend getaways. And with Wi-Fi and NFC capabilities, users can easily share and print their special images wirelessly. In addition to featuring a powerful optical zoom range and wireless options, the SX530 HS digital camera combines a 16 Megapixelⁱⁱ High-Sensitivity CMOS sensor and Canon's DIGIC 4+ Image Processor to create the Canon HS System allowing for excellent low-light performance.

Giving users the ability to capture life in motion, the camera features a dedicated movie button so users can easily record 1080p Full HD video utilizing the camera's full 50x Optical Zoom capability. In addition, Intelligent IS enables the camera to automatically choose the best settings to help optimize image stabilization for virtually shake-free images and video in various shooting conditions. The camera's high

speed AF allows users to autofocus quickly to help capture every shot with ease. The PowerShot SX530 HS digital camera's advanced Zoom Framing Assist feature intelligently controls the lens, making it easy to identify the main subject of the shot, even when the subject is moving.

The PowerShot SX530 HS also features Canon's Creative Shot mode, Smart AUTO technology and Hybrid AUTO. The PowerShot SX530 HS digital camera is scheduled to be available in February 2015 for an estimated retail price of \$469.99 and comes in black.

The PowerShot SX710 HS

Based on the successful PowerShot SX700 HS model, the PowerShot SX710 HS digital camera features Wi-Fi and NFC connectivity with an impressive 30x Optical Zoom lens (equivalent to 25-750mm). The 20.3-Megapixelⁱⁱ High-Sensitivity CMOS sensor and Canon's DIGIC 6 Image Processor work together to create the Canon HS System allowing for excellent low-light performance. In addition, the camera's Intelligent IS helps optimize image stabilization in a variety of shooting conditions whether shooting stills or video.

Zoom Framing Assist helps make it easier to keep distant subjects in the field of view, even if the subject is in motion. The camera also records high-quality 1080p Full HD video at up to 60 frames per second through a dedicated movie button. Hybrid AUTO automatically recognizes the scene and optimizes camera settings to capture the high image quality for still photos while simultaneously creating a great looking highlight reel in 720p HD video.

The PowerShot SX710 HS digital camera also features Creative Shot mode and Short Clip mode for artistic and creative photos and videos. Using Story Highlights mode, the camera creates a highlight reel of selected images using a range of optional special effects such as Fast Motion and Slow Speed, creating a unique imaging experience perfect for sharing with family and friends. The images can be selected automatically based on events, date, Face ID, or the selection can be customized based on photos hand-picked by the user. The result is an exciting highlight reel that can be accompanied by music options provided with the camera, without the use of external editing software.

The PowerShot SX710 HS digital camera is scheduled to be available in February 2015 for an estimated retail price of \$379.99 and comes in black and red.

The PowerShot SX610 HS

The PowerShot SX610 HS digital camera features Wi-Fi and NFC connectivity options as well as an impressive long-zoom range in a compact point-and-shoot body. The Power Shot SX610 HS camera's powerful 18x Optical Zoom lens (equivalent to 25-450mm) provides users with high-quality optics in a pocket-sized camera body. The PowerShot SX610 HS camera combines a 20.2-Megapixelⁱⁱ CMOS sensor and Canon's DIGIC 4+ Image Processor to create the Canon HS System allowing for excellent low-light performance. With Auto Zoom mode enabled, the camera will automatically frame the subject of a shot by zooming in and out to produce a crisp, clear image with pin-sharp focus.

The PowerShot SX610 HS digital camera is scheduled to be available in February 2015 in red, white or black for an estimated retail price of \$279.99.

The PowerShot ELPH 170 IS and PowerShot ELPH 160

The PowerShot ELPH 170 IS digital camera is slim and stylish boasting a 12x Optical Zoom lens (equivalent to 25-300mm) and 20-Megapixelⁱⁱ CCD sensor, enabling users to take photos and video that deliver a powerful and share-worthy story. With Intelligent IS, users have the ability to capture images that are virtually shake-free in a variety of shooting situations. The PowerShot ELPH 170 IS digital camera also captures crisp, smooth 720p HD video footage quickly and simply by pressing the dedicated movie button.

With Smart AUTO mode, the camera automatically chooses the optimal settings to help ensure the best possible image is taken, and with creative effects like Fisheye, Toy Camera and Monochrome users can take images to a new artistic level. For those who are constantly on the move, the camera is outfitted with ECO mode to help extend battery life allowing more photos to be taken over a longer period of time.

The PowerShot ELPH 160 digital camera also delivers high-quality imaging capabilities with a powerful 8x Optical Zoom lens (equivalent to 28-224mm) and 20-Megapixelⁱⁱ CCD sensor. Like the PowerShot ELPH 170 IS, the PowerShot ELPH 160 digital camera features smooth 720p HD video capabilities with a dedicated movie button, Smart AUTO mode and ECO mode to preserve battery life.

The PowerShot ELPH 170 IS digital camera is scheduled to be available in February for an estimated retail price of \$179.99 in blue and black.

The PowerShot ELPH 160 digital camera is also scheduled to be available in February for an estimated retail price of \$139.99 in three colors – black, white and red.

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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ⁱ For Wi-Fi connectivity: Compatible with iOS versions 6.0/6.1/7.0/7.1/8.0/8.1, Android smartphone versions 2.3.3/4.0/4.1/4.2/4.3/4.4 and Android tablet versions 4.0/4.1/4.2/4.3/4.4. Data charges may apply. With the download of the free Canon Camera Connect(Powershot SX710 HS and SX610 HS) or Canon Camera Window(PowerShot SX530 HS) app. This software helps enable you to upload images to social network services. Before uploading images, please be aware that image files may contain privacy-related information such as people and places. If necessary, please delete such information. Canon does not obtain, collect or use such images or any information included in such images through this software. For NFC connectivity: Compatible with Android devices version 4.0/4.1/4.2/4.3/4.4.

ⁱⁱ Image processing may cause a decrease in the number of pixels.