

CANON CANADA ADDS TO FLASH LINEUP WITH SPEEDLITE 430EX III-RT

New External Flash Unit Features Wireless Flash Shooting and Compact Size

MISSISSAUGA, ON., July 8, 2015 – Canon Canada Inc., a leader in digital imaging solutions, today announced the new Canon Speedlite 430EX III-RT external flash unit featuring – for the first time in the Canon 430EX series – radio-controlled wireless flash shooting capabilities¹ designed to make creative light control more manageable and versatile for photographers of all levels. This third generation Speedlite is a perfect primary flash unit for amateur and advanced amateur photographers looking to create beautiful portraits with Canon digital cameras such as the EOS Rebel T6i, as well as professional photographers looking for a small and lightweight secondary flash.

Featuring enhanced functionality and operability over its predecessor (the Canon Speedlite 430EX II), the new Canon Speedlite 430EX III-RT features wireless flash shooting via optical or radio transmission (similar to the Canon Speedlite 600EX-RT with master and slave functions in radio mode but slave function only in optical transmission), now with shorter recycling time and quicker firing. This multi-functional flash unit makes more advanced flash shooting easy for any photographer with its intuitive, user-friendly operation, abundant bounce and swivel shooting functions and advanced features including a maximum Guide Number of 43/141 at ISO 100 in meters/feet, auto zooming from 24-105mm, Hi-Speed Sync and Second-curtain Sync. In addition, the Speedlite 430EX III-RT has been reduced in size and weight compared to its predecessor.

Featuring another first for the 430EX series of flash units, the Canon Speedlite 430EX III-RT also includes an SCF-E2 Colour Filter which helps balance colour temperature when shooting in incandescent lighting, an SBA-E2 Bounce Adapter that helps soften light while helping suppress shadows, a built-in Catchlight panel, illuminated dot-matrix LCD, new control dial, light distribution options, multi-camera sync shooting, and remote shutter release. Enhanced functions include broader bounce angle range and flash exposure compensation via the new control dial. Also included are two cases - one for the flash and one for the filter and adapter.

Pricing and Availability

The new Canon Speedlite 430EX III-RT flash is scheduled to be available in September 2015 for an estimated retail price of \$389.99*. 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, join us on Facebook at: www.facebook.com/CanonCanada or follow us on Twitter @CanonCanada.

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¹ With wireless radio receiver (RT model - Slave Function only); 430EX III model supports only optical transmission

** Availability, prices and specifications are subject to change without notice. Actual prices are set by individual dealers and may vary.*