

CANON'S NEW POWERSHOT G3 X DIGITAL CAMERA DELIVERS FEATURES PROS NEED AND THE CONVENIENCE ADVANCED SHOOTERS CRAVE

Newest Addition to G-Series Features a One-inch 20.2MP CMOS Sensor, a 25x Optical Power Zoom Lens, Dust- and Water-Resistance and Built-in Wi-Fi[®] with NFC[™]

MISSISSAUGA, ON., June 18, 2015 — Canon Canada Inc., a leader in digital imaging solutions, today announced an exciting addition to its G-series of premium compact digital cameras -- the Canon PowerShot G3 X. Ideal for photographers looking for DSLR-style features and quality in a compact, dust- and water-resistant body, this camera's large, one-inch, 20.2 Megapixel High-Sensitivity CMOS sensor delivers optimal performance with an ISO range of 125 – 12,800. The sensor, along with a proprietary DIGIC 6 Image processor, creates Canon's HS System to provide photographers with a high-performance point-and-shoot camera that captures vivid and detailed still images and video, even in difficult low-light shooting scenarios.

This long-zoom, premium compact camera allows users to get close to the action with its bright f/2.8-5.6, 25x Optical Power Zoom Lens (equivalent to 24-600mm). In addition, an improved Intelligent Image Stabilization (IS) system provides virtually shake-free images in a wide variety of shooting conditions.

The Canon PowerShot G3 X camera is the most rugged G-series model yet. The combination of enhanced body panel construction with rubber sealing helps ensure this dust-and-water resistant digital camera is ready to shoot action-packed adventures even in some of the most adverse conditions. It also features controls and menu operation inherited from the Canon EOS line of Digital SLR cameras, a first for the PowerShot G-Series. Useful controls include an Auto Exposure (AE) lock button, Auto Focus (AF) selection button and DRIVE/AF button. For photography purists, the PowerShot G3 X camera fully supports both manual exposure control and the user's choice of RAW, JPEG or RAW+JPEG recording formats. For quick camera setting, the PowerShot G3 X includes a programmable continuous ring on the lens, an exposure compensation dial and mode dial on top, and a rear control dial. Electronic Viewfinder EVF-DC1 featuring 2.36MP resolution and an adjustable viewing angle is also available as an optional accessory for the PowerShot G3 X to help users compose shots in bright, sunny conditions.

The PowerShot G3 X camera features a bright 3.2-inch Multi-Angle capacitive touch panel LCD screen with 1.62 million dot resolution, providing a sharp, clear, and vivid display. The adjustable screen enables shooting from a variety of angles with enhanced flexibility by tilting up to 180 degrees for capturing selfies and creative low-angle shots, or as much as 45 degrees down for overhead shots.

The camera's ability to record 1080p Full HD video (at 24p, 30p, and 60p in MP4 format) is enhanced through several new features including an external stereo microphone jack, a headphone jack for audio monitoring while recording, and manual control of exposure and audio levels. The camera also features live HDMI output while recording allowing for direct connection to external video recorders as well as convenient playback of recorded movies on an HDTV.

For those looking to shoot from the sidelines, the PowerShot G3 X features high-speed AF and 31 widely spread AF points to help capture fast-action shots with accuracy and ease. Paired with a continuous

shooting speed of up to 5.9 frames-per-second (fps), the PowerShot G3 X gives photographers the capability to keep shooting in full resolution with no buffer lag or frame limit. [i]

The camera's built-in Wi-Fi capabilities allow users to easily share images and videos via social media sharing sites like Facebook, Twitter, and YouTube using Canon Image Gateway through a Wi-Fi access point or directly to compatible iOS¹ and Android² devices. The camera is also equipped with Near Field Communication (NFC[™])², allowing for quick and simple pairing to compatible Android devices as well as full support for Canon's soon-to-be-released Connect Station CS100 device. In addition, Canon's free Camera Connect app³, available for both iOS and Android devices, allows users to share images and remotely control the camera and capture images from one app.

The PowerShot G3 X camera also includes Canon's Star Mode to capture breathtaking images and video of starry night skies with superb quality. The "Star Trails" mode turns star movement into a luminous still image, while the "Star Time-Lapse Movie" mode makes beautiful video clips that show the movement of the stars against a static background.

In order to enhance the shooting experience, the Canon PowerShot G3 X camera is compatible with a variety of optional accessories like the Canon Electronic Viewfinder EVF-DC1, the Canon EX-Series Speedlite system and Remote Switch RS-60 E3.

Pricing and Availability

The new Canon PowerShot G3 X premium compact camera is scheduled to be available in July 2015 for an estimated retail price of \$1,199.00. For more information please visit: www.canon.ca

Canon PowerShot G3 X Premium Compact Camera Specifications Summary:

- One-inch, 20.2 Megapixel High Sensitivity CMOS Sensor
- Canon DIGIC 6 Image Processor
- 24-600mm equivalent, f/2.8-5.6 25x Optical Power Zoom Lens
- Improved Five-Axis Intelligent IS
- Dust- and water-resistance (approx. equivalent to EOS 70D)
- Multi-Angle, 3.2-inch 1.62-million dot capacitive touch panel LCD screen
- 1080p Full HD video (24p, 30p, 60p), Live HDMI output
- External stereo microphone and headphone jacks
- EOS-inherited control layout
- 31-point High Speed AF system
- Wi-Fi and NFC enabled
- Compatible with a variety of Canon EOS system accessories

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

i The PowerShot G3 X will continually shoot at a rate of 5.9 fps with focus locked in JPEG mode to the capacity when using an SDHC/SDXC UHS-I card based on Canon's standard test method.

¹ 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 4.0/4.1/4.2/4.3/4.4/5.0. Data charges may apply.

² Compatible with Android devices version 4.0 or later.

³ With the download and installation of the free Canon Camera Connect app