

## CANON UNVEILS NEW COMPACT BINOCULARS FEATURING IMPROVED IMAGE STABILIZATION AND REDUCED POWER CONSUMPTION

*Ideal for Travel, Sports, and Outdoor Enthusiasts*

**MISSISSAUGA , ON., May 20, 2015** - Canon Canada Inc., a leader in digital imaging solutions, announces two new additions to its portfolio of Canon Image Stabilizer binoculars with the 10x30 IS II and 12x36 IS III. While all current Canon binoculars are equipped with an image stabilization (IS) function, new to these binocular models is a microcomputer (similar to Canon's EF lenses) for improved IS performance and stable high-magnification viewing. The upgraded IS technology allows for greater viewing comfort, while at the same time eliminating the need for a tripod and making these new binoculars ideal accessories for travelers, nature observers and sports enthusiasts.

In addition to improving the IS performance, the latest electronic circuits were introduced, significantly reducing power consumption over previous models\*. The design results in a more energy efficient operation where batteries now have a continuous usage time that is approximately two times longer than previous models\*. At temperatures of 25 degrees Celsius/77 degrees Fahrenheit, both new models of binoculars provide up to nine hours of continuous stabilization on a pair of AA-size alkaline batteries, compared to four hours on the previous models\*. Users also have the flexibility to use rechargeable NiMH batteries for more convenience.

The 10x30 IS II's 10x high-magnification ratio is combined with a 30mm/1.18-inch effective diameter objective lens for great light-gathering ability with high resolution and contrast. Birdwatchers, specifically, will benefit from the new, less glossy front cover of this model, whose design was refined to provide a better anti-reflective surface. Additionally, their compact size and light weight (127x150x70mm, approx. 1.3 lb.) help make them easy to use, carry and store.

The 12x36 IS III model has a 12x high magnification ratio. Its 36mm/1.42-inch effective diameter objective lens helps provide clear and bright, high-resolution images. These new binoculars are also compact and lightweight (5 x 6.8 x 2.7 inches [WHD], approx. 1.5 lb.) considering their higher magnification.

Both models feature Porro II Prisms which enhance image resolution and help to minimize the loss of light. Long eye relief of 14.5mm/.57-inches helps ensure viewing comfort, especially for those with glasses. The doublet field-flattener on both models produces sharp, virtually distortion-free images from edge-to-edge. The hardware includes a low-reflective exterior.

### **Pricing and Availability**

Canon's new 10x30 IS II and 12x36 IS III binocular models are scheduled to be available in August 2015 for suggested list prices of \$679.99 and \$1049.99 respectively.

For more information and the full list of product specifications, 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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*\*Based on Canon testing standards. Continuous usage time may differ depending on the battery manufacturer.*