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CANON ADDS VERSATILITY TO 4K UHD BROADCAST LENS FAMILY

New 2/3-inch CJ20ex7.8B Portable Lens Features 4K Optical Performance and 20x Zoom

MISSISSAUGA, ON., November 10, 2015 – Canon Canada Inc., a leader in digital imaging solutions, today announced the CJ20ex7.8B portable 4K broadcast lens for use with broadcast cameras featuring 2/3-inch sensors. Alternatively, the 4K UHD camera video can be down-sampled to HDTV offering enhanced resolution by virtue of that super-sampled original.

With its broad zoom range and wide angle performance, the CJ20ex7.8B can be a workhorse lens for Electronic Field Production (EFP) and Electronic News Gathering (ENG) broadcast applications covering news, sports, live events and filmmakers creating documentary projects desiring 4K quality. The CJ20ex7.8B is the fourth lens this year in Canon's new UHDxs lineup of 4K UHD broadcast lenses, joining the wide-angle CJ12ex4.3B in the portable lens group, and the long-zoom UJ86x9.3B and UJ90x9B field lenses.

The form factor and operational controls will be very familiar to anyone who has used Canon's award-winning HD lenses. The lens is also compatible with standard HD zoom and focus demand controls. Its light weight of four pounds, 13 ounces and compact size make it ideal for shoulder-mounted ENG applications.

A 20-pin connector, capable of reading out the high-precision position information of the zoom, focus and iris are provided as a standard feature. Coming standard with another two 20-pin connectors for zoom and focus control, virtual operations are possible in the full-servo mode, and use of a 16-bit absolute value encoder in the digital drive unit helps eliminate the need for any initialization, meaning users can simply turn on the camera and begin shooting.

The CJ20ex7.8B portable broadcast lens is scheduled to be available in June 2016. For full product specifications and more information on the UHDxs family of lenses, please visit: pro.usa.canon.com/broadcast.

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: <http://canon.ca> or follow the company on **Facebook**, **Twitter** or **Instagram** using @CanonCanada.

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