

TWO NEW POWERSHOT G-SERIES CAMERAS ADD STYLE AND POWER TO CANON'S PREMIUM POWERSHOT LINE

High-Resolution EVF-Equipped PowerShot G5 X and Slim & Stylish PowerShot G9 X Digital Cameras Featuring One-Inch Image Sensors are Ideal for Advanced Amateur Photographers Passionate about Image Quality

MISSISSAUGA, ON., October 13, 2015 –Rounding out what is now a family of five powerful large sensor PowerShot G-series cameras, Canon Canada Inc., a leader in digital imaging solutions, today announced the PowerShot G5 X equipped with a built-in, high-resolution electronic viewfinder (EVF), and the slim, lightweight, carry-anywhere PowerShot G9 X. Featuring high-quality optics and large one-inch image sensors, both new models are ideal for advanced amateur photographers looking for a highly portable, advanced point-and-shoot camera equipped with built-in Wi-Fi^{®*} and NFC^{**} capability for easy sharing of images and video to social media networks as well as printing to compatible Canon PIXMA or SELPHY printers with the PIXMA Printing Solutions app[†].

Both new models feature a one-inch, 20.2 Megapixel^{***} High-Sensitivity CMOS sensor that 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 vivid and detailed still images and video, even in difficult low-light shooting scenarios.

Providing quality still images and video for social sharing, the stunning 1080p Full HD video (at 24p, 30p, and 60p in MP4 format) and still images captured on these cameras can be transferred after capture to compatible smartphones, tablets, or the new Canon Connect Station CS100 photo and video hub device, via built-in Wi-Fi^{**} and NFC^{***} capability. Both new models are compatible with Canon's free Camera Connect App^{††} for wireless image transfer and remote operation featuring Live View when using compatible iOS[®] and Android[®] devices.

In addition, these new cameras feature an enhanced Star Mode to provide more precise focusing sure to delight stargazers and amateur astronomers. The "Star Trails" mode is now enhanced to improve the breaks in light between star trails turning 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 of dark space.

The PowerShot G5 X

Incorporating a bright, built-in high-resolution EVF that allows photographers to more easily compose and take pictures as well as track moving subjects, the high-performance PowerShot G5 X camera also features a bright f/1.8 - f/2.8 4.2x Canon Optical Zoom Lens (focal length range equivalent to 24-100mm). With the combination of a nine-blade iris diaphragm for beautiful background blur effects and an Intelligent Image Stabilization (IS) system that provides virtually shake-free images in a wide variety of shooting conditions, this camera's optical system enables users to capture the shot as they envisioned it and is ideal for shooting in low-light conditions or when a shallow depth-of-field is preferred for more dramatic, soft backgrounds and beautiful portraits.

The PowerShot G5 X camera's 2.36-million-dot high-definition OLED electronic viewfinder provides high-quality viewing from edge-to-edge, especially useful when composing an image or shooting in bright sunlight. Additionally, a three-inch, 1.04 million dot touch panel LCD screen provides a bright, clear display that enables one-touch control of many camera settings and features a Vari-Angle design that enables easy viewing from various shooting angles while protecting the screen from inadvertent scratching when the camera is stored.

Housed in a classic black body, the enhanced controls include top-mounted mode and exposure compensation dials, front and rear control dials, and a control ring around the lens, which can all be customized to best suit different shooting styles. The PowerShot G5 X camera also features a built-in flash plus a dedicated hot shoe providing full compatibility with Canon's powerful range of EX-series Speedlites and related accessories. There is also a 3.5mm mini-jack for compatibility with Canon's Remote Switch RS-60E3.

The PowerShot G9 X

Slim and lightweight, the PowerShot G9 X is the camera photographers will want to show off to their friends as much as they shoot with it. The camera features a bright f/2.0 - f/4.9, 3x Canon Optical Zoom Lens (focal length range equivalent to 28-84mm) along with Canon's Intelligent Image Stabilization (IS) system for virtually shake-free images in a wide variety of shooting conditions.

The camera's intuitive three-inch LCD touch panel with a new user interface allows for quick and easy changes to camera settings even while taking pictures. In addition to the touch panel, a lens-mounted control ring can be utilized to adjust several functions, including customizable manual focus. For shooting fast-moving subjects from kids at birthday parties to athletic events, the PowerShot G9 X camera has continuous shooting speeds up to six frames per second (fps) so none of the action is missed.

Shared Features

The PowerShot G5 X and PowerShot G9 X models both feature three convenient ways to charge the NB-13L lithium-ion battery pack: (1) via an optional USB cable connected to a powered USB socket to charge the battery while it is still in the camera body, (2) via an optional USB-connected AC Adapter to charge the battery while it is still in the camera body, and (3) via the standalone external battery charger that is supplied with both cameras as standard equipment.

Both new PowerShot models incorporate a broad range of exposure modes from fully automatic to full manual, and both offer users the choice of RAW as well as JPEG recording modes for still photos. Additionally, both new models incorporate a built-in ND filter for enhanced exposure control in bright shooting conditions.

Pricing and Availability

The PowerShot G5 X and PowerShot G9 X camera kits are scheduled to begin shipping in November 2015 at suggested retail prices of \$999.99 and \$599.99, respectively.

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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* Compatible with iOS versions 7.1/8.4, Android smartphone versions 2.3.3/4.0/4.1/4.2/4.3/4.4/5.0/5.1 and Android tablet versions 4.0/4.1/4.2/4.3/4.4/5.0/5.1. Data charges may apply with the download of the free Canon Camera Connect app. This app helps enable you to upload images to social media services. Please note that image files may contain personally identifiable information that may implicate privacy laws. Canon disclaims and has no responsibility for your use of such images. Canon does not obtain, collect or use such images or any information included in such images through this app.

** Compatible with Android devices versions 4.0/4.1/4.2/4.3/4.4/5.0/5.

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

Wireless printing requires a working Ethernet network with wireless 802.11b/g or n capability. Wireless performance may vary based on terrain and distance between the printer and wireless network clients. This app helps enable you to upload images to social media services. Please note that image files may contain personally identifiable information that may implicate privacy laws. Canon disclaims and has no responsibility for your use of such images. Canon does not obtain, collect or use such images or any information included in such images through this app.