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IMAX® FILM 'A BEAUTIFUL PLANET' FEATURES "OUT OF THIS WORLD" CANON 4K IMAGERY

Using Canon Cameras and Lenses, Teams Shooting from the International Space Station Capture Breathtaking Images of Our Planet from a Vantage Point Few Get to See

MISSISSAUGA, ON., April 13, 2016 – The future of 4K filmmaking is looking up — in fact, all the way to space. *A Beautiful Planet*, the latest 3D space documentary from acclaimed filmmaker Toni Myers and IMAX Entertainment, made in cooperation with NASA, will premiere in IMAX in New York on April 16 and was shot primarily in space using Canon cameras and lenses. The film will be shown to the public exclusively in IMAX® and IMAX® 3D theaters beginning April 29.

The Canon EOS C500 4K Digital Cinema Camera and EOS-1D C 4K cameras were transported from Earth to the International Space Station (ISS) in November 2014 via an unmanned supply ship, and were received by NASA astronaut Terry Virts, astronaut Samantha Cristoforetti from the European Space Agency and Cosmonaut Anton Shkaplerov. This was the first time that 4K cameras were brought aboard the space station for a commercial film project. During a six-month mission at the ISS, Virts, Cristoforetti and Shkaplerov worked closely with NASA astronauts Kjell Lindgren, Butch Wilmore, Scott Kelly, and Kimiya Yui of the Japan Aerospace Exploration Agency (JAXA) to take turns using Canon's advanced digital cameras and lenses to film footage of lightning storms, the continents, volcanoes, coral reefs and bright city lights on Earth for the film. One of the film's greatest and most dramatic highlights, the striking imagery of the Northern Lights--or the aurora borealis-- was captured by NASA astronaut Kjell Lindgren. These awe-inspiring images were previously unattainable in such stunning resolution.

The Canon EOS C500 4K (4096 x 2160-pixel) Digital Cinema Camera is capable of originating uncompressed RAW output for external recording to meet the demands of premium cinematic productions and other top-quality production markets. It features a Super 35mm, 8.85-megapixel CMOS image sensor, DIGIC DV III Image Processor and an expansive range of recording and output options specifically for 4K and 2K image acquisition. The compact, lightweight Canon EOS-1D C Digital SLR camera delivers outstanding video performance and provides video recording at 4K (4096 x 2160-pixel) or Full HD (1920 x 1080-pixel) resolution to support high-end motion picture, television production and other advanced imaging applications.

'A Beautiful Planet' joins Canon at NAB

A gallery of still images taken on the ISS with the Canon EOS-1D C camera and Canon lenses during the shooting of the film will be shown at the Canon booth # C4325 at the National Association of Broadcasters (NAB) trade show, April 18-21, 2016 in Las Vegas, NV. During NAB, the film's Director of Photography, James Neihouse, ASC, will speak at Canon's stage on the challenges and benefits of shooting in space. Joining him will be Marsha Ivins, a consultant on the film, former NASA astronaut, and a veteran of five space shuttle missions. Neihouse has worked on more than 30 IMAX films including *Space Station 3D* and *Hubble 3D* and trained more than 25 shuttle and space-station crews on the intricacies of large-format filmmaking.

The documentary, *A Beautiful Planet* was produced, written, and directed by Toni Myers, and is narrated by Academy Award®-winning actress Jennifer Lawrence.

About A Beautiful Planet

A Beautiful Planet is a breathtaking portrait of Earth from space, providing a unique perspective and increased understanding of our planet and galaxy as never seen before. Made in cooperation with the National Aeronautics and Space Administration (NASA), the film features stunning footage of our magnificent blue planet — and the effects humanity has had on it over time — captured by the astronauts aboard the International Space Station (ISS). From space, Earth blazes at night with the electric intensity of human expansion — a direct visualization of our changing world. But it is within our power to protect the planet. As we continue to explore and gain knowledge of our galaxy, we also develop a deeper connection to the place we all call home. From IMAX Entertainment and Toni Myers — the acclaimed filmmaker behind celebrated IMAX® documentaries *Hubble 3D*, and *Space Station 3D* — *A Beautiful Planet* presents an awe-inspiring glimpse of Earth and a hopeful look into the future of humanity.

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.

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