

## CANON CANADA ANNOUNCES A HOST OF PRODUCT FIRMWARE UPDATES AT NAB 2016

*New Updates Include Canon Log3 for the EOS C300 Mark II Camera and Support of ARRI Log C and Metadata for Canon's DP-V2410 4K Reference Display*

**MISSISSAUGA, ON., April 13, 2016** – Canon Canada Inc., a leader in digital imaging solutions, today announced firmware updates to several products being showcased at NAB 2016. These firmware updates support a number of feature updates for users including improvement of workflow, ease of use, focusing and lens corrections, colour space, and creative flexibility for products in the Cinema EOS, HD Video, and 4K Reference Display lines.

Firmware updates are as follows:

- The **EOS C300 Mark II Digital Cinema Camera** updates will allow various functions such as shooting in new Canon Log3, viewfinder magnification during recording, focus guide with EF Cinema Prime lenses, Push Auto Iris and Zoom function on the grip joystick with New COMPACT-SERVO and CINE-SERVO series lenses, Canon Dual Pixel CMOS AF (DAF) with COMPACT-SERVO 18-80mm and CINE-SERVO 17-120mm lenses, ACES 1.0 output, peripheral illumination correction updates and overall image improvements such as noise level reduction in low-light for Canon Log2.
- The **EOS C100 Mark II Digital Cinema Camera** update will allow various functions such as Push Auto Iris and Zoom function on the grip joystick with the new COMPACT-SERVO and CINE-SERVO series lenses, Canon DAF with COMPACT-SERVO 18-80mm and CINE-SERVO 17-120mm lenses, and peripheral illumination correction updates and selectable disabling of the microphone.
- The **DP-V2410 4K Reference Display** firmware will be updated to support ARRI Log C and ARRI metadata; improve display contrast and dynamic range; add support for Canon Log3 and Hybrid Log Gamma; and display of SMPTE 2084 input signal on the waveform monitor.
- The **DP-V3010 4K Reference Display** firmware will be updated to improve display contrast and dynamic range; add support for Canon Log3 and Hybrid Log Gamma; and display of SMPTE 2084 input signal on the waveform monitor.
- The **CINE-SERVO 17-120mm Lens** will be updated to be compatible with Canon's DAF function in the EOS C300 Mark II and EOS C100 Mark II Cameras.
- The update for the **ME20F-SH Camera** will include lens support for an additional 19 EF and CINE lenses allowing for more creative choices in a wider variety of shooting applications including television and film production.
- The **XA35 and XA30 Professional Camcorders** and **VIXIA HF G40 Camcorder** updates include a new file format making it easier to integrate into third party software systems that are used for athletic coaching applications.
- The firmware updates for the **XF305 and XF300 Professional Camcorders** include new shooting modes allowing for greater creative flexibility, Wide DR Gamma (600 percent) Mode, Highlight Priority Mode, and Signal/Noise priority mode.
- The **XC10 4K Camcorder** firmware will be updated to include a new file format MP4 in HD mode, improved AF speed, and shutter speed options for flicker reduction.

**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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