CANON'S NEW ME200S-SH MULTI-PURPOSE CAMERA PROVIDES COMPACT IMAGING SOLUTION FOR LIVE HD BROADCASTS, PRODUCTION, AND SURVEILLANCE

Featuring Canon's Dual Pixel Autofocus and ISO Ranges up to 204,800, this Modular Affordable Camera is Compatible with Canon's EF, EF-S and CINE-SERVO lenses

MISSISSAUGA, ON., April 13, 2016 — Canon Canada Inc., a leader in digital imaging solutions, today announced the latest addition to the Company's line of multi-purpose modular cameras, the new ME200S-SH. Compact and versatile, the camera supports a broad range of uses, including cinema, television production, live sports, law enforcement, house of worship and special uses, such as weather monitoring, night shooting, event installs and point of view applications. This 8.2 megapixel Super 35mm compact box camera features both high sensitivity and a cinema look for high-quality image capture. Canon's Dual Pixel CMOS autofocus (DAF) technology provides ME200S-SH camera users with a range of focusing options when using compatible Canon EF lenses and CINE-SERVO lenses.

Canon's new multi-purpose ME200S-SH camera's compact, modular body design allows for easy custom configurations for diverse usage scenarios such as:

- **Live HD** - 1920x1080 / 60p, 50p output, Dual Pixel CMOS AF and Remote (RC-V100) enable HD Live use for HD studios as well as sporting events. Thanks to its compact size, this camera can be placed in unique creative spaces such as the top of a basketball hoop. Genlock functionality is standard for this multi-purpose camera use.
- **Production -** Remote manual control of focus, iris, auto exposure (AE) and ND filters is available with the optional Canon RC-V100 controller, benefitting a range of users from meteorologists looking to get distinctive images of severe weather conditions to concert venues looking to add creative low-light imagery or cinematic shallow depth of field to their offerings.
- **Security Surveillance** - Infrared shooting and ISO 204,800 allow for surveillance of buildings, borders, airports, and harbors. Remote control capability and Auto Exposure allow the ME200S-SH camera to be easily incorporated into these constantly evolving and potentially unmanned environments.

The ME200S-SH camera includes both Canon Log and Wide DR Gamma providing users the high-dynamic range and the ability to choose their post-production strategy. Users can experience high-quality imagery whether they are doing a full post-production grade or making quick onsite corrections.

In addition, the ME200S-SH camera employs Canon's EF Mount (Cinema Lock Type) providing shooters with the ability to use a diverse array of compatible Canon EF interchangeable lens, CINE-SERVO lenses, newly announced COMPACT-SERVO lens and select Canon Broadcast HD lenses by utilizing a third party mount converter. The Cine Lock feature allows users to easily mount the lens without having to rotate it into the mount.

The ME200S-SH camera features 3G/HD-SDI and HDMI output terminals that enable users to output video via a single cable to a variety of peripheral equipment, including external recorders and monitors. A 12-pin lens jack is provided to enable communication with the drive unit of select CINE-SERVO and broadcast lenses. Equipped with a φ2.5mm stereo mini-jack and a round eight-pin jack for RS-422, the multi-purpose camera is capable of connecting with Canon's optional RC-V100 Remote Controller. Furthermore, a φ3.5mm stereo mini-jack allows the camera to connect to a microphone or other external audio equipment.

Pricing and Availability
The ME200S-SH is scheduled to be available in August 2016 for a suggested retail price of $7,800.00. In addition, optional accessories which include the RC-V100 Remote Control, RS-422 8-pin remote cables and TB-1 Tripod Base are currently available for a suggested retail price of $3,299.99, $329.99(10m cable) or $1311.99 (100m cable) and $38.99 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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* Availability, prices, and specifications are subject to change without notice. Actual prices are set by individual dealers and may vary.