

## CANON ANNOUNCES NEW CANON EOS 7D MARK II KIT FEATURING NEW WI-FI® ADAPTER FOR THE EASY SHARING OF IMAGES AND VIDEOS

*New Bundle Also Includes Canon EF-S 18-135mm f/3.5-5.6 IS USM Lens*

**Mississauga, ON., August 25, 2016** – Canon Canada Inc., a leader in digital imaging solutions, announced today the new Canon EOS 7D Mark II Kit, featuring the new SD card-sized Wi-Fi® Adapter W-E1. This new Wi-Fi adapter, when placed in one of the camera's SD card slots, provides the EOS 7D Mark II with Wi-Fi capabilities <sup>[i]</sup> like easy transferring of images and MP4 videos as well as use of the Canon Camera Connect App for the remote capture of still images via a compatible smartphone or tablet <sup>[ii]</sup>.

The Wi-Fi Adapter W-E1 will be sold with the EOS 7D Mark II body as well as sold separately, and can also be used with the EOS 5DS and 5DS R as well as previously purchased EOS 7D Mark II cameras <sup>[iii]</sup>. When used with EOS 5DS and 5DS R cameras, the Wi-Fi Adapter W-E1 functionality is limited to the transfer of still images only. The W-E1 will support 802.11 b, g and n using the 2.4 GHz band.

Additionally, for the first time the EOS 7D Mark II camera will be conveniently bundled with the Canon EF-S 18-135mm f/3.5-5.6 IS USM lens. This lens has been optimized for high-speed autofocus when shooting stills and quiet and smooth zoom when shooting video. This is the first Canon lens equipped with Nano USM technology providing high-speed autofocus for shooting stills and silent, smooth autofocus when shooting video. The Canon EF-S 18-135mm f/3.5-5.6 IS USM Lens also provides up to four stops of optical image stabilization.

The new Canon EOS 7D Mark II Lens Kit is scheduled to be available in January 2017 for an estimated retail price of \$2,749.99, with the body-only version also available in January for an estimated retail price of \$2,249.99. The Wi-Fi Adapter W-E1 is scheduled to be available in early September 2016 for an estimated retail price of \$59.99. A firmware update to enable compatibility with the W-E1 will be available in early September for the EOS 7D Mark II and November for the EOS 5DS and 5DS R.

### **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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<sup>[i]</sup> The Wi-Fi Adapter W-E1 must be inserted into the available SD card slot. The W-E1 does not have storage and is not designed to record images. To record and store images, a CompactFlash card must be used in the dedicated CF card slot.

<sup>[ii]</sup> Compatible with iOS® versions 8.0/8.1/8.2/8.3/8.4/9.0/9.1/9.2/9.3, Android™ smartphone and tablet versions 4.1/4.2/4.3/4.4/5.0/5.1/6.0. 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.

<sup>[iii]</sup> EOS 7D Mark II, EOS 5DS and EOS 5DS R cameras that have already been purchased separately require a firmware update to utilize the Wi-Fi Adapter W-E1.

\* Availability, prices and specifications are subject to change without notice. Actual prices are set by individual dealers and may vary.