

## **FAST, FORMIDABLE, AND 4K, ALL-IN-ONE CAMERA CANON CANADA INTRODUCES THE EOS-1D X MARK II PROFESSIONAL DIGITAL CAMERA**

*Delivering Precise and Reliable Performance with Versatility for Any Photo or Video Professional*

**MISSISSAUGA, ON., February 1, 2016** – Rising to meet the rigorous and evolving demands of professional photographers and videographers, Canon Canada Inc., a leader in digital imaging, is proud to announce the new EOS-1D X Mark II DSLR camera. With a new 20.2 megapixel 35mm Full Frame Canon CMOS sensor and Dual DIGIC 6+ Image Processors, the EOS-1D X Mark II professional digital camera delivers stunning image quality and speed. Combining the ability to capture high-resolution still images at speeds up to 14 frames per second as well as stunning high-definition video up-to-4K 60P featuring Canon's proprietary Dual Pixel CMOS Autofocus (AF) technology, the Canon EOS-1D X Mark II camera becomes the ideal camera for any professional image creator.

The new flagship Canon EOS-1D X Mark II features several firsts for EOS cameras including:

- Newly developed 20.2 megapixel 35mm Full Frame Canon CMOS sensor;
- Continuous shooting speeds of up-to-**14 frames per second** (fps) with Auto Exposure (AE) and predictive AF for viewfinder shooting and up to **16 fps<sup>1</sup> in Live View mode**;
- Dual DIGIC 6+ Image Processors that transfer image data at extremely high speed for extended bursts during continuous shooting – **up-to-170 consecutive RAW images at 14 fps. When shooting JPEG images you're only limited by memory card capacity<sup>2</sup>**;
- Capable of shooting **4K 60P and Full HD 120P video with Dual Pixel CMOS AF**;
- Enhanced wireless functionality (with the optional accessory Wireless File Transmitter WFT-E8) that supports the new high-speed IEEE 802.11ac standard and the ability to easily transfer photos and videos to compatible smartphones using Canon's Camera Connect app\*;
- Digital Lens Optimizer to help **correct aberrations in-camera** (a feature that previously required post-processing on an external computer);
- Improved **61-point viewfinder AF** with expanded coverage and **all AF-points selectable and supported to a maximum aperture of f/8**;
- Improved **AI Servo III+** predictive AF algorithm for better accuracy;
- **Continuous red illumination** of all AF points within the camera's Intelligent Viewfinder II.
- **Compatibility with both CF and CFast memory cards** for optimal performance and versatility.

### **The Ultimate EOS Camera: Continuing a Legacy of High Speed and Performance**

Building on the success of the Canon EOS-1D X professional digital camera, the Canon EOS-1D X Mark II camera is designed to deliver high-performance, speed, and image quality, with improved comfort for professional photographers. In addition to the new 20.2 megapixel full-frame CMOS sensor and Dual DIGIC 6+ Image Processors, the new EOS-1D X Mark II DSLR camera includes an improved 61-point High-Density Reticular AF II system with all AF points selectable by the user (and up to 41 cross-type points depending on the lens in use). The improved AF system includes expanded coverage that supports AF at maximum apertures up to f/8 with all 61 points for high precision autofocus even when using EF super-telephoto lenses with an EF extender. The camera also boasts excellent dynamic range and reduced colour noise compared to its predecessor throughout its standard ISO speed range of 100 - 51,200. Expansion ISO speeds of 50, 102,400, 204,800 and 409,600 are also available. A first for the Canon EOS-1D series, this camera also features a 360,000-pixel RGB+IR metering sensor with enhanced precision and performance compared to its predecessor, improving facial recognition and tracking, as well as nature scenes. Additionally, the advanced AE system can detect and compensate for flickering light sources such as sodium vapor lamps that are often used in gymnasiums and swimming pools. When enabled, this anti-flicker system automatically adjusts shutter release timing to help reduce disparities in exposure and colour especially during continuous burst shooting.

For filmmakers and photographers looking to do more than still photography alone with a DSLR camera and EF lenses, the EOS-1D X Mark II camera offers high resolution DCI 4K video at frame rates up-to-60p, with smooth movie recording to an in-camera CFast 2.0 memory card. An additional card slot supports standard CF memory cards up to UDMA 7. The built-in headphone jack supports real-time audio monitoring. Two additional EOS 'firsts' include 4K Frame Grab and 120p Full HD recording. The camera's 4K Frame Grab function allows users to isolate a frame from recorded 4K video and create an 8.8 megapixel still JPEG image in-camera. When combined with the EOS-1D X Mark II's high-sensitivity full-frame CMOS sensor, the new camera's ability to record Full HD video at frame rates up to 120p will allow videographers to produce high quality slow motion video even in extremely low light. To make video shooting even more intuitive, the Canon EOS-1D X Mark II camera's touch-screen LCD allows videographers to select the camera's AF point before and during video recording with Dual Pixel CMOS AF, which provides responsive, accurate and quiet camcorder-like video autofocus to DSLRs.

The new EOS-1D X Mark II camera also offers a built-in GPS\*\* receiver with compass for precise geo-tagged information of latitude, longitude, elevation and direction. This is especially valuable to wildlife photographers and photojournalists who need to track their locations, as well as providing sports photographers the ability to sync a multiple-camera setup with extreme accuracy and precision. It is also possible to use the camera's built-in GPS to automatically sync the camera's time to the atomic clock, an invaluable feature to professionals. An improved grip also makes the camera easier for photographers to hold and maneuver while shooting. In response to feedback from professional EOS users, the AF points in the EOS-1D X Mark II camera's Intelligent Viewfinder II can be illuminated in red for improved visibility, especially when shooting in dark locations. AF sensitivity in low light has been doubled from EV -2 to EV -3 at the center AF point when the camera is set to One-Shot AF, enabling the camera to autofocus in extremely dark shooting conditions such as a moonlit nightscape. Viewfinder AF coverage has also been increased for greater compositional flexibility.

As with all EOS-1D series cameras, the EOS-1D X Mark II's rugged construction and magnesium alloy body is weather resistant. The camera also features improved controls and more in-camera image quality enhancements than ever before, including a Digital Lens Optimizer function offering high quality aberration correction which can now be achieved without an external computer. This feature makes it easier for professional photographers to deliver finished files to their clients, especially in situations when access to a personal computer is impractical or inconvenient.

The estimated retail price for the Canon EOS-1D X Mark II is \$7,999.99 (MSRP, body only), and for a limited time includes a bonus 64GB CFast Memory Card and CFast Card Reader/Writer with purchase. †The new camera is scheduled to begin shipping to authorized Canon Canada dealers in April 2016\*\*\*.

#### **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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*\* With the download of the free Canon Camera Connect app. This software enables you to upload images to social network services. Before uploading images, please be aware that image files may contain privacy-related information such as people and places. If necessary, please delete such information. Canon does not obtain, collect or use such images or any information included in such images through this software.*

*\*\* In certain countries and regions, the use of GPS may be restricted. Therefore be sure to use GPS in accordance with the laws and regulations of your country or region. Be particularly careful when traveling outside your home country. As a signal is received from GPS satellites, take sufficient measures when using in locations where the use of electronics is regulated.*

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

† Bonus SanDisk® CFast 64GB Memory Card and CFast Card Reader/Writer with purchase of EOS-1D X Mark II, while supplies last. Offer ends June 30, 2016. Products advertised may not be exactly as listed. Specific memory card and card reader included in offer may vary by dealer. Bonus items are subject to change without notice. For more details, contact your local Canon authorized dealer. SanDisk is a registered trademark of SanDisk Corporation.

<sup>1</sup> *Continuous shooting speed may vary depending on the shutter speed, the aperture, the lens being used, the battery charge and various camera settings*

<sup>2</sup> *Burst rate using CFast card*