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SHARE YOUR PASSION THROUGH IMAGES USING THE NEW EOS 80D DSLR CAMERA AND EF-S 18-135MM NANO USM LENS

*Designed to Help Unleash the Creative Potential in Us All, New Imaging Technology
Will Help You Shoot & Share Amazing Images and Video*

MISSISSAUGA, ON., February 17, 2015 – Artists looking to turn their passion into popular online videos or to show the world their unique perspective through social networks now have a new tool available to them that helps them tear down creative barriers and produce dynamic visual content for both still and video. Canon Canada Inc., a leader in digital imaging solutions, is proud to introduce the new Canon EOS 80D Digital SLR camera, featuring an new 45-point AF system¹, 24.2 megapixel CMOS sensor for crisp images with fine detail. For the budding videographer or online video star, the camera features Dual Pixel CMOS Autofocus (DAF) technology coupled with an intuitive touchscreen capability for easy focusing when shooting video.

Canon is also introducing a new EF-S 18-135mm f/3.5-5.6 IS USM lens optimized for high-speed autofocus when shooting stills and quiet and smooth zoom when shooting video. The lens is also compatible with Canon's new Power Zoom Adapter for smooth cinematic 'pulls' when changing focal length on a subject, and responsive adjustments at the push of a button for stills or video.

Updated features in Canon EOS 80D DSLR Camera include:

- New 45-point all cross-type AF system
- Intelligent Viewfinder with approximately 100% viewfinder coverage
- Newly Developed 24.2 Megapixel (APS-C) CMOS sensor
- DIGIC 6 image processor for enhanced image quality
- Improved Dual Pixel CMOS AF for smooth, fast and accurate autofocus with video and stills
- Built-in Wi-Fi^{®2} and NFC^{™2} capability for easy transfer of images and movies to compatible mobile devices
- 1080/60p Full HD video to capture brilliant results in MP4 format for easy movie sharing on select social networking sites
- Vari-angle Touch Screen 3.0-inch Clear View LCD II monitor enables flexible positioning and clear viewing even outdoors

New AF System and Dual Pixel CMOS AF

The 45-point all cross-type viewfinder AF system in the new Canon EOS 80D DSLR camera, compared to 19-points in the Canon EOS 70D DSLR camera, is now wider both horizontally and vertically for easier compositions with off-center subjects. Low light AF performance has been improved all the way down to EV-3 at the center point to achieve sharp results even in extreme low-light situations. The camera's AI (Artificial Intelligence) Servo AF II autofocus system utilizes colour tracking with a 7,560-pixel RGB+IR metering sensor that automatically detects skin tone and colours to enhance tracking sensitivity, even

with moving subjects that are rapidly changing pace or direction. Enhancing the ease-of-use of the new AF system is the Canon EOS 80D's new Intelligent Viewfinder which features approximately 100% viewfinder coverage. The full coverage helps prevent photographers from missing objects that are in the corners of the scene, which can reduce the need to crop images later on.

Dual Pixel CMOS AF employs a new Canon CMOS sensor with which all of the effective pixels are able to perform both still imaging and phase-detection AF simultaneously to achieve dramatically improved AF performance during Live View and video shooting. The Dual Pixel CMOS AF technology in the Canon EOS 80D camera features enhanced tracking sensitivity and is compatible with the full line of Canon EF Series lenses, including the new Canon EF-S18-135mm f/3.5-5.6 IS USM standard zoom lens.

High-Quality Still and Video Image Performance

Featuring a new 24.2 megapixel APS-C Canon CMOS sensor and Canon's superb DIGIC 6 Image Processor, as well as an improved still image ISO range of 100–16000 (Video ISO range 100–12800, both expandable to 25600), the Canon EOS 80D DSLR camera is capable of producing sharp, detailed images and videos even in low-light conditions. High-speed continuous shooting up to seven frames per second (fps) combined with the 45-point all cross-type AF allows photographers to capture fast moving subjects easily and accurately, while the camera's Scene Intelligent Auto Mode delivers optimized photos and offers outstanding scene detection for amazing results even when shooting in low light. HDR mode provides creative filter effects, such as natural, art standard, art bold, art vivid and art embossed. For added convenience, the Canon EOS 80D camera features Anti-Flicker shooting, similar to that found in the EOS 7D Mark II DSLR camera. Anti-Flicker shooting produces consistently high-quality results even when shooting in areas with fluorescent lighting or other flickering light sources by detecting the flicker cycle of the light source and shooting when brightness is near its peak.

When users select the EOS Movie mode, the Canon EOS 80D DSLR camera offers the ability to shoot in 1080p Full HD video up to 60 fps, compared to 30 fps in the Canon EOS 70D, in MP4 format and in either ALL-I or IPB compression modes with optional embedded time code. For expanded creativity the Canon EOS 80D DSLR camera features HDR movie and Time-Lapse movie modes and Movie creative filters like fantasy, old movie, memory, dramatic monochrome and miniature. Movie Servo AF custom settings allow users to speed up or slow down focusing speeds, enhancing creativity and artistic expression. For added flexibility, the Canon EOS 80D digital SLR camera also features a built-in headphone jack, a built-in stereo microphone with manual audio level adjustment, and an additional stereo microphone jack.

News Lens, Power Zoom Adapter, and Directional Stereo Microphone Enhance Video Quality

In addition to the new Canon EOS 80D DSLR camera, Canon Canada Inc. is also introducing the Canon EF-S18-135mm f/3.5-5.6 IS USM Lens, a newly designed lens with a premium exterior design that will serve as the kit lens for the new Canon EOS 80D camera. This the first Canon lens equipped with Nano USM, a new type of focusing motor that combines the benefits of a ring USM (ultrasonic motor) for high-speed AF during still photo shooting and lead-screw type STM (stepping motor) for smooth and quiet movie AF, and improved AF speeds up to 4.3x (Tele) and 2.5x (Wide) faster than the previous model. The Canon EF-S18-135mm f/3.5-5.6 IS USM Lens also provides up to four stops of optical image stabilization. A new lens hood, the EW-73D, is included with the new lens.

To further enhance the ease-of-use when shooting movies with a Canon DSLR or Cinema EOS cameras, Canon is introducing the Power Zoom Adapter PZ-E1, specifically constructed to be compatible with the design of the new Canon EF-S18-135mm f/3.5-5.6 IS USM Lens. The Canon Power Zoom Adapter PZ-E1 is the world's first detachable zoom adapter that provides silent and smooth zoom and can be adjusted incrementally to 10 different levels of zoom speed³. Additionally, the PZ-E1 can be controlled remotely using the Canon Camera Connect app⁴.

In addition to the new lens and power zoom adapter, Canon is introducing the first Canon-branded external microphone for the EOS system, the Canon Directional Stereo Microphone DM-E1. This new accessory microphone will help improve sound quality while shooting video, allowing users to rotate the direction of the microphone up and down from 90 to 120 degrees depending on the shooting situation. The DM-E1's durable shock mount construction helps to reduce camera operation noise and lens drive

sounds and is built to withstand the rigors of a variety of shooting situations. Featuring a frequency response range of 50Hz to 16kHz, the DM-E1 comes with a wind screen to help limit peripheral sound from wind and other outside factors, allowing shooters to utilize the microphone in a broad amount of shooting situations. Featuring a built-in power supply from a single “button-type” lithium cell battery, the DM-E1 also has a power indicator lamp allowing users to easily check its battery level.

Availability

The Canon EOS 80D Digital SLR camera and EF-S18-135mm f/3.5-5.6 IS USM Lens are currently scheduled to be available in April 2016 for an estimated retail price of \$1,599.99 for the body only, \$2,399.99 with the new EF-S18-135mm f/3.5-5.6 IS USM Lens, \$869.99 for the lens sold separately, and \$1,799.99 with the EF-S 18-55mm f/3.5-5.6 IS STM lens.

The Canon Power Zoom Adapter PZ-E1 and Directional Stereo Microphone DM-E1 are currently scheduled to be available in June 2016, for estimated retail prices of \$214.99 and \$369.99 respectively.

For more information visit, www.canon.ca

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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¹ The number of AF points, cross-type AF points and dual cross-type AF points vary depending on the lens used.

² Compatible with iOS[®] versions 7.1/8.4/9.0, Android[™] smartphone and tablet versions 4.0/4.1/4.2/4.3/4.4/5.0/5.1. 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.

³ As of 2/17/ 2016.

⁴Data 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.

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