

## CANON CANADA INTRODUCES THE VB-M50B, A HIGH-SENSITIVITY PTZ NETWORK CAMERA IDEAL FOR OUTSTANDING VISIBILITY IN LONG-RANGE, LOW LIGHT APPLICATIONS

*New Advanced Lens and Powerful DIGIC DV III Image Processor Help Enable the VB-M50B to Deliver High-Quality Images with Amazing Colour and Clarity, Even in Low Light Environments*

**MISSISSAUGA, ON., February 25, 2016** – Canon Canada Inc., a leader in digital imaging solutions, today unveiled the VB-M50B, a high-performance network camera capable of capturing colour accurate video even in low light environments. The VB-M50B PTZ Network Camera can reproduce colour video down to .04 lux\* and black and white video down to .002 lux\*, making it ideal for many applications where lighting may be limited, ranging from security and surveillance to web casting.

Canon's heritage in optical and imaging processing technologies has led to the development of this new network camera, which features several core elements working together to capture outstanding video. Among these are an advanced lens with a large aperture ratio ranging from F1.8 (W) to F2.4 (T) which allows more light to reach the camera's sophisticated CMOS image sensor, and Canon's powerful DIGIC DV III Image Processor which helps to provide crisp images with remarkable colour accuracy, further helping to optimize the overall video quality.

### **Long-Range Optical Zoom and Enhanced Digital Zoom**

Among the VB-M50B's outstanding features is a considerable long-range optical zoom capability made possible by the camera's extended focal length. That functionality is backed by an Enhanced Digital Zoom function that can stream a lower resolution crop of the original high-resolution video, thereby achieving a similar level of video quality as with digital zoom - but at a lower resolution to help minimize costly bandwidth and storage space.

The VB-M50B offers a fast and precise Pan/Tilt mechanism (300°/sec Pan and Tilt speeds) which can be particularly beneficial to users who may establish up to 64 preset camera positions and schedule up to five preset tour routes, helping to eliminate the need for repeated manual adjustment of the pan/tilt/zoom positions.

The Canon Camera Management Tool (CCMT) allows users to manage most Canon Network Cameras\*\* on a local network via a single screen. Configuration of the VB-M50B is also simplified via ONVIF Profile S and Profile G support for quick and easy configuration with many different video management software (VMS) solutions.

The simple setup and use offered by the VB-M50B is furthered by a Camera Viewer and a Mobile Viewer that provide easy access to the camera's features and functionality from a variety of different compatible devices including PCs, mobile phones and tablets. A built-in SD Memory Card slot also supports SD, SDHC, and SDXC cards to provide a secondary means of saving live images and H.264 video. Additionally, the camera's Variable Bit Rate Stabilization feature can help assure a more reliable network connection by automatically suppressing spikes in bandwidth.

To further enhance usability the VB-M50B also includes two features, Motion Adaptive Noise Reduction and Area-Specific Data Size Reduction (ADSR), which are both designed to help reduce data size while also helping to improve image quality.

The VB-M50B also offers multiple image enhancement features including a new Clear IR Mode – which activates an Infrared Bandpass Filter that allows only infrared light to pass through to the image sensor – further contributing to this model's ability to capture outstanding image quality even in challenging environments.

### **Pricing, Availability and Warranty**

The Canon VB-M50B PTZ Network Camera has a suggested list price of \$4,099.99<sup>1</sup> and is currently scheduled to be available through authorized Canon 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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\*Low light rating specifications based on: F1.8, shutter speed 1/30, smart shade adjustment off, 50IRE.

\*\*CCMT excludes the management of VGA models.

<sup>1</sup>Availability, prices and specifications are subject to change without notice. Actual prices are set by individual dealers and may vary.

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