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NEWS

CANON CANADA ANNOUNCES FIVE NEW POWERSHOT DIGITAL CAMERAS DESIGNED TO ENHANCE THE JOY OF SHOOTING

New Additions Include Super-Zoom Models Ideal for Avid Travellers as well as Stylish and Compact Go Anywhere, Any Time Cameras

MISSISSAUGA, ON., January 5, 2016 – Built to deliver high-quality images and HD video and featuring built-in Wi-Fi® and NFC™ connectivity for easy sharing, Canon Canada Inc., a leader in digital imaging solutions, today announced the addition of two new cameras to its super-zoom PowerShot SX lineup - the PowerShot SX540 HS and PowerShot SX420 IS digital cameras. Canon also introduced three new stylish and compact additions to the Company's PowerShot ELPH series, the PowerShot ELPH 360 HS, PowerShot ELPH 190 IS digital cameras and PowerShot ELPH 180. All three cameras are housed within slim bodies that can easily fit in a pocket or purse.

Canon also makes it easier to print images taken on any of their new cameras. Experiencing the power of a printed image is easy when users connect and print to a Canon wirelessⁱⁱ printer, like the Canon PIXMA MG7720. And for even more convenience, the cameras (excluding the Elph 180) are compatible with the new Canon Connect Station CS100 – a dedicated device for easy image and video viewing, sharing and storage.

PowerShot SX540 HS Camera

The PowerShot SX540 HS digital camera builds on the features included in the PowerShot SX530 HS digital camera. The PowerShot SX540 HS has a powerful 50x optical zoom lens (equivalent to 24-1200mm) with Optical Image Stabilizer for outstanding optical performance. It features a new 20.3-Megapixelⁱⁱⁱ High-Sensitivity CMOS sensor with DIGIC 6 Image Processor that helps deliver high resolution combined with stunning low-light performance. A dedicated Wi-Fi button allows for easy sharing and transferring of images over Wi-Fi® and NFC™ technology. The new camera features a dedicated movie button so users can easily record 1080p Full HD video at an improved rate of up to 60 frames-per-second in MP4 format with stereo sound. The PowerShot SX540 HS digital camera has an improved advanced Zoom Framing Assist feature that intelligently controls the lens, making it easy to identify the main subject of the shot, even when the subject is moving. It also features a lock button option for quick and accurate subject tracking. Additionally, its new Story Highlights feature automatically selects and compiles images into an exciting highlight reel within the camera without the use of extra software.

The PowerShot SX540 HS digital camera's large 3.0-inch LCD screen (approx. 461,000 dots) allows easy viewing even from a wide angle. Its Hybrid Auto mode records quick video clips before each still and compiles them together to make a short highlight reel. The PowerShot SX540 HS digital camera is scheduled to be available in March 2016 for an estimated retail price of \$529.99^{iv}.

PowerShot SX420 IS

Based on the successful PowerShot SX410 IS model, the PowerShot SX420 IS digital camera features an improved powerful 42x optical zoom lens (equivalent to 24-1008mm) and Optical Image Stabilizer for outstanding optical performance. A dedicated Wi-Fi button allows for easy sharing and transferring of images over Wi-Fi® and NFC™ technology. The 20.0-Megapixelⁱⁱⁱ sensor with DIGIC 4+ Image Processor helps deliver stunning image quality. Smart Auto intelligently selects the proper settings for the camera based on predefined shooting situations, and 720p HD video capture in MP4 format.

The PowerShot SX420 IS digital camera also features Scene modes such as Fisheye effect, Toy Camera effect and Monochrome, which provide creative freedom to capture your photos. While taking these creative photos, Eco mode helps reduce power consumption for longer battery life.

The camera's large 3.0-inch LCD screen (approx. 230,000 dots) allows for easy operation and sharing. The PowerShot SX420 IS digital camera is scheduled to be available in February 2016 for an estimated retail price of \$399.99^{iv}.

PowerShot ELPH 360HS

The PowerShot ELPH 360HS is slim and stylish, boasting a 12x optical zoom lens with Optical Image Stabilizer that helps capture images with flexibility and ease. A dedicated Wi-Fi button allows for easy sharing and transferring of images over Wi-Fi® and NFC™. The 20.2-Megapixelⁱⁱ CMOS sensor combines with the DIGIC 4+ Image Processor to help deliver stunning image quality even in low light. The PowerShot ELPH 360HS digital camera also captures spectacular 1080p Full HD video.

The camera's large 3.0-inch LCD screen allows for easy viewing and the Hybrid Auto feature records quick video clips before each still and compiles them together to make a short highlight reel. Story Highlights mode automatically selects and compiles images into an exciting highlight reel within the camera without the use of extra software.

The PowerShot ELPH 360HS digital camera is scheduled to be available in February for an estimated retail price of \$269.99^{iv} and will be available in black, silver and purple.

PowerShot ELPH 190 IS

The PowerShot ELPH 190 IS digital camera delivers high-quality imaging capabilities with a 10x optical zoom lens with optical image stabilizer and 20-Megapixelⁱⁱⁱ CCD sensor. A dedicated Wi-Fi button allows for easy sharing and transferring of images over Wi-Fi® and NFC™ technology. The PowerShot ELPH 190 IS digital camera features smooth 720p HD video capabilities with Smart Auto mode, Scene modes and Eco mode to preserve battery life.

The PowerShot ELPH 190 IS digital camera is scheduled to be available in February 2016 for an estimated retail price of \$209.99^{iv} and will be available in black, red and blue.

PowerShot ELPH 180

The PowerShot ELPH 180 digital camera delivers high-quality imaging capabilities with an 8x optical zoom lens and 20-Megapixelⁱⁱⁱ CCD sensor. The PowerShot ELPH 180 digital camera features smooth 720p HD video capabilities with Smart Auto mode, Scene modes and Eco mode to preserve battery life. It also includes the Auto Zoom feature that automatically zooms in to frame subjects and keep them in focus.

The PowerShot ELPH 180 digital camera is scheduled to be available in February 2016 for an estimated retail price of \$159.99^{iv} and will be available in silver and red.

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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ⁱ For Wi-Fi connectivity: Compatible with iOS versions 7.1/8.4/9.0, Android smartphone versions 4.0/4.1/4.2/4.3/4.4/5.0/5.1 and Android tablet versions 4.0/4.1/4.2/4.3/4.4. Data charges may apply. With the download of the free Canon Camera Connect app. This software helps enable 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. For NFC™ connectivity: Compatible with Android devices version 4.0/4.1/4.2/4.3/4.4/5.0/5.1

ⁱⁱ Wireless printing requires a working network with wireless 802.11b/g or 802.11n capability. Wireless performance may vary based on terrain and distance between the printer and wireless network clients.

ⁱⁱⁱ Image processing may cause a decrease in the number of pixels.

^{iv} Availability, specifications and pricing is subject to change at any time without notice. Prices are set by individual dealers and may vary.