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NEWS

CANON CANADA INTRODUCES NEW VIXIA HF G40 AND THREE NEW VIXIA HF R-SERIES CAMCORDERS

Advanced Sensor Performance of the New VIXIA G40 Camcorder Provides New Creative Possibilities for Advanced Amateur Videographers; Improved Operability of New VIXIA R-Series Camcorders Makes Recording Special Family Moments Easier Than Ever

MISSISSAUGA, ON., January 5, 2015 – Canon Canada Inc. a leader in digital imaging solutions, has updated the VIXIA HF G and R-Series lineup of camcorders with four new models announced today, the VIXIA HF G40, VIXIA HF R72, VIXIA HF R70, and the VIXIA HF R700 camcorders.

Featuring more evolved professional-level features than its predecessor, the new VIXIA HF G40 records 1080/60p Full HD in MP4 and AVCHD and features a Canon Full HD System including a genuine Canon 20x High Definition Optical Zoom Lens to cover a broad range of shooting opportunities, a new advanced HD CMOS PRO Image Sensor for improved low-light performance, and DIGIC DV 4 Image Processor for superb imaging performance. The new VIXIA HF R-Series camcorders feature a 57x Advanced Zoom Lens and SuperRange Optical Image Stabilizer, 3.28 Megapixel Full HD CMOS Image Sensor, and record 1080/60p Full HD video in MP4 (35 Mbps) and AVCHD Progressive (28 Mbps). In addition, the VIXIA HF R72 and R70 camcorders feature Near Field Communication (NFC™) connectivity allowing users to easily share beautiful images online with family and friends by connecting easily to a compatible smartphone, tablet¹ or NFC enabled computer.

Canon VIXIA HF G40 Camcorder

The new VIXIA HF G40 camcorder is the ideal tool for advanced amateur filmmakers, wedding videographers and student reporters. Featuring a genuine wide-angle Canon 20x High Definition Optical Zoom Lens and advanced HD CMOS PRO Image Sensor, identical to the one found in Canon's XA35 and XA30 professional camcorders, this new camcorder provides excellent image quality especially in low-light situations.

The VIXIA G40 camcorder's Intelligent Optical Image Stabilization five-axis system provides users with powerful image stabilization via a Dynamic mode to help reduce image distortion even when shooting while walking, as well as a convenient auto on/off feature. The ergonomically designed and highly portable VIXIA HF G40 features a 3.5-inch OLED touch panel screen with 10,000:1 contrast ratio and tilting, user-friendly, high resolution colour Electronic View Finder (EVF). Advanced display features include Zebra, Colour Bars and Test Tone. The VIXIA HF G40 camcorder records 1080/60p Full HD video in MP4 to dual card SD card slots with dual and relay recording and can record in slow and fast motion interval from 2x to 1200x. The VIXIA HF G40 is also equipped with Linear PCM audio recording² and Audio Scene Select.

A new "Looks" setting has been added for easy access to creative imaging effects such as Highlight Priority Gamma and Wide Dynamic Range Gamma. Highlight Priority video-recording mode helps users achieve the same effects as HDR making it possible to capture visual characteristics that might otherwise be lost due to video compression. This allows for the creation of video that can realistically convey the three-dimensional feel of blue skies and clouds, the translucence of water and the luster of metals. Drawing from technologies employed in Canon's Cinema EOS System of professional digital cinematography products, the camcorder's new Wide DR Gamma mode achieves a dynamic range that

has been expanded to 600 percent compared to the 300 percent on the predecessor Canon VIXIA HF G30 model. This mode helps minimize the occurrence of under- and over-exposed areas to help create smooth colour gradations, even when shooting in environments that tend to produce under- and over-exposed regions, such as those with drastic differences in lighting conditions. To help facilitate better focus ability and clearer, more pristine images, the camcorder features High Definition Peaking for Focus Assist.

The VIXIA HF G40 camcorder features full manual control and provides shooters with the ability to assign buttons on the camcorder for a custom shooting experience. The camcorder also includes a high-capacity battery, connectivity to various inputs and outputs and a mini advanced accessory shoe allowing users to easily attach accessories. In addition, the camcorder is compatible with the optional WM-V1 wireless microphone.

Canon VIXIA HF R-Series Camcorders—feature improved battery life.

Updated for 2016, the new line of VIXIA HF R-Series camcorders is ideal for families who want to capture life's precious moments. Each model is equipped with a 57x Advanced Zoom, SuperRange Optical Image Stabilizer, a 3.28 Megapixel Full HD CMOS Canon Image Sensor, DIGIC DV4 Image Processor, and a 3.0-inch capacitive touch panel LCD with increased brightness and new user interface for easy menu navigation and simple viewing of videos. The VIXIA HF R-Series line of camcorders is the ideal mix of high image quality, value and convenience.

The VIXIA HF R-Series camcorders feature an improved Zoom Framing Assist setting that is available in both auto and manual mode, making it easier to accurately track and capture subjects, even while they are moving. Shooters can record 1080/60p FULL HD video to both MP4 (35 Mbps) and AVCHD Progressive (28Mbps) and dual recording allows for saving to both formats simultaneously. Slow and Fast motion recording is available allowing shooters to record fast motion at up to 1200x and slow motion at 0.5x.

The VIXIA HF R-series camcorders provide users with a variety of internal memory options. The VIXIA R72 allows users to record up to 12 hours of video to a 32GB internal flash drive, while the VIXIA R70 allows users to record up to six hours of video to a 16GB internal flash drive, increased from three hours and 8GB of internal memory of its predecessor. All of the VIXIA HF R-Series camcorders allow for recording to a removable SD card and feature dual card slots for relay recording.

Featuring built-in Wi-Fi® and NFC™ capabilities, the VIXIA HF R72 and VIXIA HF R70 camcorders expand shooting options for filming important moments while simultaneously providing remote monitoring capabilities. Utilizing Wi-Fi and the free Canon CameraAccess Plus App¹, users can easily share recorded video or live stream remotely from a compatible Android or iOS device that allows the user to control certain camera functions like record and zooming. The optional Camera Pan Table CT-V1 base accessory can be attached to the bottom of both the VIXIA HF R-Series camcorders, which enables users to remotely pan the camcorder up to 200 degrees to the left or right, allowing them to act as baby monitors or security cameras. With the free Canon Movie Uploader App² sharing videos with family and friends is easy. Available on the iOS platform, this app allows users to send video directly to a compatible smartphone or tablet for online sharing. For Android devices, the free Remote Browse App allows users to preview or download files to a compatible smartphone, tablet, or PC when using a web browser. Once both devices are wirelessly connected, users can download or instantly playback their videos without the need for an application or other software. In addition, built-in down conversion creates MP4 files for even easier sharing on the web. The new Canon VIXIA HF R72 and R70 camcorders are compatible with the Canon Connect Station CS100 device which provides users with the ability to wirelessly transfer videos for storage via Wi-Fi® or NFC™.

For more creative videos, these camcorders allow users to customize a video by selecting from five Cinema Look filter effects which can be applied during or after filming. While in Audio Scene Select mode, users can select from eight predetermined audio modes that adjust and optimize audio settings based on the shooting conditions. Additionally, Intelligent Image Stabilization (IS) allows shooters to choose from four different modes to help optimize IS for that particular shooting condition. The built-in

microphone/headphone terminal provides users with the flexibility to record using an auxiliary microphone or listen to what they're recording with headphones. All of the new Canon VIXIA HF R-Series camcorders feature the new high-capacity BP-727 battery for up to 180 minutes of recording time on a single charge and a file lock function that helps to safeguard against mistakenly deleting files from the camcorder.

The Canon VIXIA HF G40 camcorder is scheduled to be available February 2016 for an estimated retail price of \$1,599.99³. The VIXIA HF R72, VIXIA HF R70, and VIXIA HF R700 camcorders will be available in February 2016 for estimated retail prices of \$549.99, \$479.99, and \$379.99, respectively³. For more information please 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.

For more information, please visit: <http://canon.ca> or follow the company on [Facebook](#), [Twitter](#) or [Instagram](#) using @CanonCanada.

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¹ The Canon CameraAccess plus app is compatible with iOS version 5/6 or later or Android version 2.3/4.0 for select devices. Data charges may apply.

² This software enables you to upload images to social network sites. 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. Compatible with iOS version 5/6 or later for select devices.

³ Availability, prices, and specifications of all products are subject to change without notice.

Actual prices are set by individual dealers and may vary.