

CANON EXPANDS PROFESSIONAL 4K/UHD DISPLAY LINEUP WITH ANNOUNCEMENT OF 24-INCH HIGH-LUMINANCE HDR MODEL AND INDUSTRY-FIRST 17-INCH 3840 X 2160 MODEL

MISSISSAUGA, ON., September 1, 2016 – Canon Canada Inc., a leader in digital imaging solutions, announced today two new professional 4K/UHD displays in response to the needs of content-creators - the DP-V2420 professional 4K reference display, a 24-inch high-luminance model ideal for High Dynamic Range (HDR¹) footage and the DP-V1710 professional 4K reference display, an industry-first² 17-inch, 3840 x 2160 display ideal for use on set, in broadcasting vans, and in studios. Both displays feature a Canon-developed image-processing engine, proprietary backlight system and an IPS LCD panel, that when combined deliver excellent colour reproduction and high-resolution, high-contrast imaging performance.

DP-V2420

The Canon DP-V2420 professional 24-inch 4K reference display supports HDR standards and display methods³ increasingly used for next-generation video production, and provides high luminance and black luminance performance essential for screening HDR content. Canon's DP-V2420 display qualifies as a Dolby Vision mastering monitor and complies with the ITU-R BT.2100-0 HDR standard which specifies a peak luminance 1000 cd/m² and a minimum luminance 0.005 cd/m². Allowing for the review and confirmation of high-quality 4K images, the display's expanded dynamic range greatly increases colour expression and the contrast between the light and dark areas of an image to achieve luminance expression close to that of the naked eye while also supporting the expression of natural colours and a sense of three-dimensionality.

DP-V1710

The DP-V1710 4K/UHD is the industry's first 17-inch 3840 x 2160 resolution professional-model display, which can be used with the 19-inch rack mounts that are commonplace in broadcast studio sub control rooms and broadcasting vans. The DP-V1710 is ready to deliver stunning HD, UHD, and 4K imagery in mobile production vehicles. In addition to providing high-image-quality UHD resolution, the display features a compact body size that makes it ideal for use on-set, carrying during on-location shooting or for use in broadcasting vans with limited space. Additionally, supporting HDR standards and display methods,³ the DP-V1710 delivers a level of black luminance performance demanded for broadcasting, supporting a wide range of users who create Full HD, 4K/UHD, and HDR content.

The DP-V2420 and DP-V1710 displays are scheduled to be available in November 2016 and February 2017 for list prices of \$42,900.00 and \$17,500.00, respectively*. For additional 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.

#

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

- 1 High dynamic range refers to a technique that enhances the contrast between light and dark values (the dynamic range) of an image.
- 2 Among professional-use 4K displays. As of September 1, 2016.
- 3 ITU recommended ITU-R BT.2100-0, as well as Canon digital cinema camera proprietary log gammas: Canon Log, Canon Log2 and Canon Log3.