CANON CANADA INC. INTRODUCES NEW FLAGSHIP EOS C700 CINEMA CAMERA*

Ideal for Major 4K Cinema, Television, and On-Demand Streaming Productions

MISSISSAUGA, ON., September 1, 2016 – Canon Canada Inc., a leader in digital imaging solutions, announced today the next step in the evolution of the Cinema EOS family of professional cinematography products with the new EOS C700, EOS C700 PL and EOS C700 GS PL cinema cameras.

Featuring a completely new, customizable, modular design, the EOS C700 meets the demands of today's productions – from feature films to documentaries to episodic dramas. The EOS C700 and EOS C700 PL cameras feature a Super 35mm 4.5K sensor[1] with wide dynamic range, and can be ideal for productions requiring 4K UHD TV or 4K DCI cinema deliverables. The EOS C700 GS PL features a Super 35mm 4K sensor with a global shutter to enable the distortion-free capture of subjects moving at high speeds. In addition to supporting the earlier XF-AVC[2] recording format, the cameras also support Apple® ProRes.

Recognizing that customers today demand flexibility and the ability to respond to the changing needs of productions, the EOS C700 allows users to convert between EF mount and PL mounts, and between a standard CMOS image sensor and a global shutter CMOS image sensor at Canon service facilities[3]. The EF lens mount provides compatibility with Canon's diverse lineup of over 70 interchangeable EF lenses as well as enabling use of Canon's Dual Pixel CMOS AF technology. While the EOS C700 PL and EOS C700 GS PL allow use of industry-standard PL lenses and compatibility with Cooke /i metadata communication technology.

For those wanting to shoot and deliver High Dynamic Range (HDR)[4] content, the EOS C700 and EOS C700 PL are ideal – providing 15 stops of latitude[5], Canon's proprietary Log Gammas (Canon Log3, Canon Log2 and Canon Log)and renowned colour science. Additionally, these cameras seamlessly integrate with Canon's professional 4K displays (DP-V2420, DP-V2410 or DP-V1710) for on-set colour management and review that conforms to SMPTE ST 2084[6]standards of HDR display.

To complement these powerful new acquisition tools, Canon has turned to its trusted partner Codex to provide a fully-integrated (no cables) recording and workflow option. The combination of the EOS C700 camera with the optional Codex CDX-36150 recorder allows for high-speed 4.5K RAW recording at up to 100FPS, 4K RAW at up to 120FPS, 4K ProRes at up to 60FPS, 2K ProRes at up to 240FPS and XF-AVC at up to 60FPS.

Canon's new EOS C700, EOS C700 PL and EOS C700 GS PL are the first Cinema EOS cameras to support anamorphic shooting by utilizing a "de-squeeze" function for monitoring[7], making possible the creation of images with the 2.39:1 aspect ratio typical of cinema productions. Furthermore, enabling Full HD high-frame-rate recording at a maximum of 240 fps (crop[8]), the camera enables smooth playback, even when slowed down, for great emotional visual expression.

Along with the announcement of these cameras, Canon is also introducing optional accessories OLED 1920x1080 Electronic View Finder EVF-V70, Remote Operation Unit OU-700, Shoulder Support Unit SU-15, Shoulder Style Grip Unit SG-1 and B4 mount adapters MO-4E/MO-4P.

The EOS C700 and EOS C700 PL are currently expected to go on sale in December 2016, while the EOS C700 GS PL is currently expected to go on sale in January 2017. The EOS C700 and EOS C700 PL will have a suggested retail price of $45,400.00 each** and the EOS C700 GS PL will have a suggested retail price of $48,200.00**.

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
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*This device has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be offered for sale or lease, or sold or leased, until authorization is obtained.

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

[1] 4.5K RAW recording will be supported following a firmware update (currently scheduled to be released at the end of March 2017, see chart below).
[2] Canon's proprietary video format that efficiently compresses video data.
[3] Conversions will incur a fee and will be handled by Canon service facilities.
[4] High Dynamic Range refers to a technique that enhances the contrast between light and dark values (the dynamic range) of an image.
[5] 15 stops achievable in EOS C700 and EOS C700 PL models in Canon Log2 mode. EOS C700 GS PL achieves 14 stops.
[6] The wide dynamic range imaging standard recommended by the Society of Motion Picture & Television Engineers.
[7] A lens that enables shooting with landscape-orientation compression and makes possible a characteristic blur effect.
[8] A shooting function that creates a pseudo-telephoto effect using a portion of the sensor area.

Format	Recording media/ recorder	Resolution	Data spec	Bit depth	Max. Frame Rate	Available/Update
ProRes	CFast	4K / QFHD	ProRes 422 HQ	10 bit	30 fps	Available
		2K / FHD	ProRes 422 HQ	10 bit	60 fps	Available
			ProRes 4444	12 bit	60 fps	Available
		Crop 2K / FHD	ProRes 422	10 bit	180 fps	Available
	Codex recorder CDX-36150	4K / QFHD	ProRes 422 HQ	10 bit	60 fps	**March Update**
		2K / FHD	ProRes 422 HQ	10 bit	120 fps	**March Update**
			ProRes 4444 XQ	12 bit	60 fps	**March Update**
			ProRes 4444	12 bit	60 fps	**March Update**
		Crop 2K / FHD	ProRes 422 HQ	10 bit	240 fps	**March Update**
RAW	Codex recorder CDX-36150	4.5K	RGB Bayer RAW		100 fps	**March Update**
		4.2K / GS			100 fps	**March Update**
		4K			120 fps	Available
		4.5K anamorphic			120 fps	**March Update**
		Crop 2K			240 fps	**March Update**
	Ext. RAW Recorder	4K	RGB Bayer RAW		60 fps	Available
XF-AVC	CFast	4K / QFHD	YCC422 Intra	10 bit	60 fps	Available
		2K / FHD	YCC422 Intra	10 bit	120 fps	Available
			YCC422 LongGOP	10 bit	60 fps	Available (Slow & Fast motion Not

						supported)
			RGB444 Intra	12 bit	60 fps	Available
				10 bit	60 fps	Available
		Crop 2K / FHD	YCC422 Intra	10 bit	240 fps	Available
		FHD Interlace	YCC422 LongGOP	10 bit	60i / 50i	Available (Slow & Fast motion Not supported)
		Crop FHD Interlace	YCC422 LongGOP	10 bit	60i / 50i	Available (Slow & Fast motion Not supported)
XF-AVC (Proxy)	SD Card	2K / FHD	YCC420 LongGOP	8 bit	60 fps	Available (Slow & Fast motion Not supported)