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CANON'S NEW LIGHTWEIGHT, COMPACT XC15 4K UHD VIDEO CAMCORDER IDEAL FOR NEWS AND VIDEO PRODUCTION

XLR Microphone Input Provides Audio Support in Addition to High-Quality 4K UHD Video Capture

MISSISSAUGA, ON., September 1, 2016 – Canon Canada Inc., a leader in digital imaging solutions, announced today the XC15 4K Video Camcorder, a 4K UHD digital video camcorder for professional use that achieves high-image quality with a lightweight, compact body.

The new Canon XC15, which builds on the XC10 4K UHD digital video camcorder announced in April 2015, enables shooting with an external microphone through an XLR input and features the selection of visual-expression “Look” modes, including modes that allow it to match the look of other Canon professional cameras, making it ideal for use as a “B”-camera as well as for media and video-content productions.

The Canon XC15 ships with the MA-400 microphone adapter that, when attached, enables shooting with XLR-input microphones used in a wide range of media and content-creation applications. As a result, the camcorder supports the production of content that combines both high-image quality and high-sound quality with reduced noise. The MA-400 is also compatible with the EOS C300 Mark II camera.

Thanks to its high-sensitivity one-inch CMOS sensor and DIGIC DV 5 image processing platform with high calculation-processing power, the new XC15 is capable of capturing high-image quality and low-noise 4K UHD video. Additionally, the camcorder features a compact, lightweight body design, measuring approximately 5.0 x 4.1 x 4.8 inches (WxHxD) and weighs approximately 2.1 pounds while also sporting a 10x optical zoom lens ¹, which facilitates shooting in confined spaces and environments that demand mobility.

The Canon XC15 4K UHD professional video camcorder is scheduled to be available in September 2016 for a suggested retail price of \$3,299.99.* 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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* Availability, prices and specifications subject to change without notice. Actual prices are set by individual dealers and may vary.

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¹ Body and Lens Only