

**Canon**

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**NEWS**

## CAPTURE HIGH-QUALITY ACTION SHOTS AND VIDEO FROM AFAR WITH THE NEW CANON EF 70-300MM F/4.5-5.6 IS II USM LENS

*Affordable Lens Features NANO USM Technology, Enhanced Image Stabilizer and Information Display*

**BRAMPTON, ON., September 15, 2016** – Having the right tool for the job has long been the mantra for professional photographers and hobbyists alike. Canon's wide array of lenses provide users with a variety of creative options to help capture dynamic photos and videos with their DSLR cameras. Canon Canada Inc., a leader in digital imaging solutions, announced today the new Canon EF 70-300mm f/4.5-5.6 IS II USM lens featuring NANO USM technology for high-speed and near-silent focusing in both still and video modes. The lens also features a new LCD information display and four-stop\* image stabilization.

Designed with the user in mind, this affordable new lens includes technology to spark creativity and deliver excellent image and video quality from afar. This is the second Canon lens equipped with NANO USM technology, a focusing motor that combines the benefits of a ring USM (ultrasonic motor) for high-speed AF during still photo shooting and lead-screw type STM (stepping motor) for smooth and quiet video autofocus (AF)

### **Features for the Canon EF 70-300mm f/4.5-5.6 IS II USM lens include:**

- High-speed autofocus for shooting stills and smooth, near-silent autofocus when shooting video is achieved by incorporating NANO USM technology.
- New Lens Information Display shows focusing distance, focal length and shake amount.
- One UD Lens helps reduce chromatic aberration and delivers outstanding high resolution and high-contrast results.
- Image Stabilizer effect at up-to-4\* stops of shake correction helps capture sharp images.
- Circular aperture (9 blades) helps deliver beautiful, soft backgrounds.
- Full-time manual focus allows manual focus adjustment while in AF Mode.

The Canon EF 70-300mm F/4.5-5.6 IS II USM lens is scheduled to be available in December 2016, for an estimated retail price of \$649.99\*\*.

For more information: [www.canon.ca](http://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.

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*\* Based on CIPA (Camera & Imaging Products Association) standards. Testing performed using the EOS-1D X digital SLR camera at a focal length of 300mm.*

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