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NEWS

CANON CANADA INTRODUCES THE LATEST MEMBERS OF THE EOS FAMILY: THE EOS M5 DIGITAL CAMERA AND ITS FIRST EF-M HIGH POWER ZOOM LENS

*EOS M5 Camera Provides The Fastest Autofocus (AF) speed of EOS M-Series
and a built-in Electronic Viewfinder*

BRAMPTON, ON., September 15, 2016 – Canon Canada Inc., a leader in digital imaging solutions, today announced the latest additions to its EOS M series system - the new Canon EOS M5 Interchangeable Lens Digital Camera and compact EF-M 18-150mm f/3.5-6.3 IS STM lens. The EOS M5 camera features a 24.2 Megapixel APS-C sized CMOS sensor, DIGIC 7 Image Processor and the fastest AF speed in the EOS M-seriesⁱ, enabling photographers to capture clear, sharp, high-resolution images and Full HD videos. It is also the first in the EOS camera line to include the low energy Bluetooth® Smartⁱⁱ feature that can maintain a constant connectionⁱⁱⁱ with your compatible smartphone or tablet when you use the Canon camera connect application and both applications are active. The versatile EF-M 18-150mm f/3.5-6.3 IS STM lens is compatible with all Canon EOS M series digital cameras, and is a great option for photographers looking to capture scenic landscapes while traveling to close-up shots from afar.

In addition, advanced photographers will appreciate the improved operability of the EOS M5 camera. It has a built-in electronic viewfinder (EVF) and Canon's Dual Pixel CMOS AF for capturing stills and shooting video with smooth and precise autofocus. This allows for Touch and Drag AF so users can easily switch the subject of their focus by dragging the AF frame directly on the LCD panel, even while looking through the camera's EVF. Focus peaking allows users to highlight the area of the image that is in focus from within the EVF or LCD monitor. In addition to its touchscreen operability, the EOS M5 camera also has easily accessible dials that allow you to quickly adjust your settings on-the-go.

Key Features of the Canon EOS M5 Camera Include:

- 24.2 Megapixel CMOS (APS-C) sensor, ISO 100–25600.
- Fast and smooth Dual Pixel CMOS AF helps you capture stills and shoot video with quick and precise autofocus.
- High-speed continuous shooting at up to 7.0 fps (up to 9.0 fps with AF Lock) and new DIGIC 7 Image Processor with improved AF tracking performance.
- Full HD 60p helps capture fast-moving subjects and brilliant results in MP4 format.
- Digital IS with 5-axis image stabilization^{iv} when shooting movies plus increased image stabilization with both lens optical IS and in-camera digital IS when shooting with an IS lens.
- Built-in high-resolution EVF (approx. 2,360,000 dots) with new Touch and Drag AF lets you manually move the AF frame displayed for more precise focusing in different shooting situations.
- Intuitive touch screen 3.2 tilt-type (85° up/180° down) LCD monitor (approx. 1,620,000 dots) enables flexible positioning and clear viewing.
- Easily customize functions while shooting using the Main Dial, Quick Control Dial, Dial Function Button and Exposure Compensation Dial.
- Built-in Wi-Fi®^v and NFC^{vi} allows for easy sharing and transferring of images and videos.

- Equipped with Bluetooth[®] Smart for smooth pairing with a compatible smartphone by powering on both devices for easy photo sharing and remote control possibilities.
- Shorter camera startup time^{vii} and interval time between each image capture for a more efficient shooting experience.
- Compatible with EF-M lenses as well as the full line of EF^{viii} and EF-S^{viii} lenses and Speedlites for expanded creativity.

The Canon EOS M5 also features Combination IS with in-camera 5-axis image stabilization, while capturing video, a first in the Canon EOS series. With a compatible lens attached, Combination IS leverages optical IS and in-camera digital IS to help create tremendously smooth videos. The DIGIC 7 Image Processor makes the 5-axis IS possible even with lenses that do not contain IS, because the in-camera image stabilization functions independently to help reduce camera shake when shooting videos.

Additionally, the EOS M5 camera shoots impressive time-lapse videos. The EOS M5 camera also allows for easy panning by setting the optimal shutter speed after analyzing the camera's panning speed and how fast the subject is moving.

The new Canon EF-M 18-150mm f/3.5-6.3 IS STM lens offers a high-zoom ratio, expanding the range of photographic possibilities for EOS M digital cameras. Its image stabilizer helps with reducing image blur and making image and video shooting easier at longer focal lengths. Along with the enhanced performance, the EF-M 18-150mm f/3.5-6.3 IS STM lens is compact and lightweight, making it a versatile and convenient lens to carry.

Key Features of the Canon EF-M 18-150mm f/3.5-6.3 IS STM Lens Include:

- Canon's first EF-M high-zoom power lens covering a broad range of shooting scenes with a high-zoom ratio of up to 8.3x (29–240mm equivalent).
- Compact and lightweight design allows for easy portability.
- Optical design helps provide excellent image quality across a broad zoom range comparable to the EF-S 18–135mm f/3.5–5.6 IS USM lens.
- Maximum magnification of 0.31x at focal length 150mm.
- Image Stabilizer effect at up to 4^{ix} stops of shake correction helps capture sharp images.

Pricing and Availability

The new Canon EOS M5 camera is scheduled to be available through authorized Canon dealers in November 2016, for an estimated retail price of \$1,249.99 for the body only. It will also be sold as part of body-and-lens kits with EF-M 15-45mm/F3.5-6.3 IS STM zoom kit lens (estimated retail price of \$1,399.99, scheduled to be available early November 2016^x), and with the new EF-M 18-150mm f/3.5-6.3 IS STM lens for an (estimated retail price of \$1,699.99^x, scheduled to be available late November 2016^x)

In addition, the new Canon EF-M 18-150mm f/3.5-6.3 IS STM lens is scheduled to be available in late November 2016 for an estimated retail price of \$619.99^x.

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 Based on Canon's testing standards. (Measured according to CIPA guidelines. EFM 15-45mm F3.5-6.3 STM lens is used.)

¹ Compatible with select smartphone and tablet devices (Android™ version 5.0 or later and the following iOS® devices: iPhone 4s or later, iPad 3rd gen. or later, iPod Touch 5th gen. or later) equipped with Bluetooth® version 4.0 or later and the Camera Connect App Ver. 1.3.20 or above. This application is not guaranteed to operate on all listed devices, even if minimum requirements are met.

¹ When applications are active. Switch from Bluetooth® Smart to Wi-Fi® when viewing the images on the camera via the compatible smartphone.

¹ Maximum image stabilization is achieved when using either the EF-M 18–150mm f/3.5–6.3 IS STM or the EF-M 15–45mm f/3.5–6.3 IS STM with the lens firmware update.

¹ Compatible with iOS® versions 8.0/8.1/8.2/8.3/8.4/9.0/9.1/9.2/9.3, Android™ smartphone and tablet versions 4.1/4.2/4.3/4.4/5.0/5.1/6.0. Data charges may apply with the download of the free Canon Camera Connect app. This app helps enable you to upload images to social media services. Please note that image files may contain personally identifiable information that may implicate privacy laws. Canon disclaims and has no responsibility for your use of such images. Canon does not obtain, collect or use such images or any information included in such images through this app.

¹ Compatible with Android™ smartphone and tablet versions 4.0/4.1/4.2/4.3/4.4/5.0/5.1/6.0.

¹ Approximately 66% faster than the EOS M3 camera.

¹ Mount Adapter EF-EOS M is required when using EF/EF-S lenses for EOS M series digital cameras.

¹ Measured at the focal length of 150mm (35mm equivalent of 360mm), using the EOS M3 digital camera based upon CIPA (Camera & Imaging Products Association) standards.

¹ Availability, prices and specifications are subject to change without notice. Actual prices are set by individual dealers and may vary.

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^v Compatible with iOS® versions 8.0/8.1/8.2/8.3/8.4/9.0/9.1/9.2/9.3, Android™ smartphone and tablet versions 4.1/4.2/4.3/4.4/5.0/5.1/6.0. Data charges may apply with the download of the free Canon

Camera Connect app. This app helps enable you to upload images to social media services. Please note that image files may contain personally identifiable information that may implicate privacy laws. Canon disclaims and has no responsibility for your use of such images. Canon does not obtain, collect or use such images or any information included in such images through this app.

^{vi} Compatible with Android™ smartphone and tablet versions 4.0/4.1/4.2/4.3/4.4/5.0/5.1/6.0.

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