

CANON INTRODUCES TWO NEW COMPACT XF-SERIES PROFESSIONAL CAMCORDERS: XF105 AND XF100

Both Models Feature MPEG-2 4:2:2 50Mbps Recording, Built-In 3-D and Infrared Shooting Options

MISSISSAUGA, ON., August 31, 2010 – Canon Canada Inc., a leader in digital imaging, today announces the new Canon XF105 and XF100 Professional Camcorders for mobile HD video capture in a compact form factor. Canon's smallest professional camcorders, the new XF105 and XF100 utilize the same Canon XF Codec featured in the Canon XF305 and XF300, introduced earlier this year. The Canon XF Codec is an MPEG-2 4:2:2 50Mbps codec used for exceptional high-definition image quality, full non-linear editing (NLE) systems compatibility and efficient, robust workflow. These camcorders include in-camera features enabling the easy set-up and capture of high-definition 3-D video when two XF105 or XF100 camcorders are paired, as well as Canon's built-in infrared low-light feature enabling the capture of HD video in complete darkness. Both models record to Compact Flash (CF) cards and feature hot-swappable card slots for maximum performance. Differentiating the two models are industry-standard HD-SDI output and genlock in/SMPTE time code (in/out) terminals available on the Canon XF105. The XF105 and XF100 camcorders are ideal for Electronic News Gathering, documentary and independent filmmaking and event videography.

"Whether used as a companion to the XF305 or XF300, or as a stand-alone camcorder, the XF105 and XF100 are geared for a wide range of applications where high image quality, extreme portability and efficient workflow are of the utmost importance. And with true stereoscopic 3-D production and infrared recording capabilities, they allow users to expand into new markets," stated Ian Macfarlane, Vice President of the Consumer Imaging Group at Canon Canada Inc., a wholly owned subsidiary of Canon U.S.A., Inc. "This week we will be exhibiting both the Canon XF105 and XF100 at Canon EXPO 2010 in New York and demonstrate the versatile low-cost capabilities."

The Canon XF105 and XF100 Professional Camcorders feature a Genuine Canon 10x HD Zoom lens which provides the mobility and optical performance required by the most demanding professionals. Each model includes a Canon developed and designed native Full HD 1920 x 1080 CMOS image sensor and the new Canon XF Codec for extreme colour detail required for accurate chroma-keying, colour-grading and compositing for digital filmmaking. For finer transitions in tone and colour, 4:2:2 colour sampling offers twice the colour resolution of HDV and other 4:2:0 formats. And to maximize compatibility with existing industry infrastructure, video, audio and metadata are combined in an MXF (Material eXchange Format) File Wrapper, a widely supported open-source format. The Canon XF Codec is currently compatible with leading software programs widely used within the video production and broadcast industries including those available from Adobe, Apple, Avid, and Grass Valley.

To maximize the camcorders' adaptability across various production environments, Canon has equipped each model with the ability to record at multiple bit rates, resolutions and variable frame rates for slow and fast motion.

Mode	Resolution	Frame Rate
50Mbps (CBR) 4:2:2	1920 x1080	60i/30p/24p
	1280 x 720	60p/30p/24p
35Mbps (VBR) 4:2:0	1920 x1080	60i/30p/24p
	1280 x 720	60p/30p/24p
25Mbps (CBR) 4:2:0	1440 x1080	60i/30p/24p

CBR = Continuous Bit Rate
VBR = Variable Bit Rate

Additional professional features include variable-interval (for time-lapse) and frame-record for stop-motion animation, and a photo feature for frame-grabs.

Genuine Canon 10x HD Zoom Lens

The Canon XF105 and XF100 Professional Camcorders feature a Genuine Canon 10x HD Zoom lens with a 35mm equivalent zoom range of 30.4mm – 304mm. For professional looking results, both models offer an eight-blade iris which yields natural, smooth background blur with reduced lens diffraction. The lens also features a SuperRange Optical Image Stabilizer (OIS) system featuring Dynamic and Powered IS modes for optimal performance in the greatest variety of situations.

DIGIC DV III Image Processor

The proprietary Canon DIGIC DV III Image Processor and Canon Full HD CMOS Image Sensor render native 1920 x 1080 HD video, capturing natural, lifelike colours with remarkable tonal gradations and detail. The DIGIC DV III Image Processor also powers Canon's innovative Face Detection Technology, an autofocus option that can significantly reduce the effort required when camera operators work alone, such as in news gathering applications.

Compact, Comfortable Ergonomics and Operation

Weighing less than 3lbs, these models are designed to maximize comfort while shooting and enable fast on-the-go recording with both a top and side grip option. Each camcorder also features a convenient, freely rotating 3.5-inch (8.9-centimetre), 920,000 dot LCD monitor and .24-inch (.6-centimetre) 260,000 electronic viewfinder with approximately 100 percent field of coverage. The LCD monitor provides a display of the camcorders' built-in waveform monitor to aid in achieving accurate exposure while shooting. Additionally, the LCD can show peaking, edge-monitor-focus and magnify the image, enabling users to confirm critical focus, an essential objective in all HD production.

Affordable 3-D Shooting

Canon offers built-in features to assist with 3-D production, including OIS Lens Shift to aid in optically aligning two XF105 or XF100 camcorders and a Focal length Guide for displaying the zoom position of each camera in relation to each other and calibrating the zoom distance. This adjustment can be done through the menu system while the camcorder is mounted to a rig or tripod. Once aligned, the amount of the angle-of-view change is displayed after zoom adjustment, preventing camera misalignment and simplifying adjustment.

Infrared Shooting

The Canon XF105 and XF100 include an infrared feature enabling the capture of HD video shooting in conditions with little to zero ambient light, which is ideal for Military and Law Enforcement markets, as well as Nature and Wildlife videographers. The XF105 and XF100 also feature an infrared emitter with a diffuser as well as a Green or White colour option to shoot pleasing infrared imagery even in complete darkness.

Audio Flexibility

The Canon XF105 and XF100 Professional Camcorders feature dual XLR inputs for external audio sources as well as a built-in stereo microphone. The new camcorders support 16-bit PCM audio at 48 kHz with automatic and manual audio level adjustment

Both the Canon XF105 and XF100 are scheduled to be available in the first quarter of 2011.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Canon Inc. is among the top three US patent recipients.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital and analogue cameras and lenses; semiconductor, broadcast and other specialized industrial products.

Canon supports programs that help preserve and protect the environment. The company instituted the Clean Earth Campaign in 1990, which assists various environmental and recycling initiatives. The Campaign has also supported leading environmental organizations, such as World Wildlife Fund - Canada and the Canon Envirothon.

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For more information, please contact:

Wayne Doyle
Senior Manager, Corporate Communications
Canon Canada Inc.
(905) 565-4598
wdoyle@canada.canon.com

Cameron Gordon
High Road Communications
Tel: (416) 644-2252
cgordon@highroad.com

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