



Canon launches two new L-series lenses, including Canon's first fisheye zoom lens

New high-performance telephoto zoom lens and fisheye zoom lens are sure to impress high-end enthusiast and professional photographers.

Sydney, 26 August 2010: Canon Australia today announced two exciting additions to its impressive L-series SLR Lens range: the EF8-15mm f/4L fisheye lens and the EF70-300mm f/4-5.6L IS USM high-performance telephoto zoom camera lens designed to satisfy the needs of high-end enthusiasts and professional photographers.

The two new lenses illustrate Canon's commitment to offering photographers the most superior and comprehensive lens range on the market, says Cathy Hattersley, Brand Manager EOS Professional, Canon Australia. Serious photographers can create unique effects with the new fisheye lens and they will also welcome the EF70-300mm lens, which now makes the incredible L-series image quality available in a telephoto zoom lens, zooming to 300mm.

EF8-15mm f/4L Fisheye lens

The EF8-15mm f/4L fisheye lens is the world's first fisheye zoom lens that functions as a circular fisheye and full frame fisheye for full-frame sensor, interchangeable lens SLR/DSLR cameras. It is perfect for high-end enthusiast and professional photographers wanting to produce unique and creative effects.

The lens replaces the EF15mm f/2.8 fisheye lens and features a newly-designed two-group zoom optical system with a zoom range of 8-15mm. The short minimum focusing distance of 15 cm gives a new meaning to close-up shots.

The optimised lens element positioning and lens coatings also minimise ghosting and flare prone to occur with digital SLR cameras.

EF70-300mm f/4-5.6L IS USM lens

The robust EF70-300mm f/4-5.6L IS USM lens has been designed to satisfy the needs of any serious photographer, offering high-performance and quality regardless of the shooting condition.

The new lens boasts the best optical performance in Canons telephoto zoom lens range of 70-300mm, achieving high-resolution, high-contrast images and reduced chromatic aberration thanks to an additional UD element. Optimised lens design and lens coatings minimise flare and ghosting.

The EF70-300mm lens offers expanded user options with a close focusing distance (1.2m) providing increased versatility when composing and framing your shot. Four elements are now used in the focusing group to compensate for the longer extension. Further increasing versatility, a circular polarising filter can be attached to the new lens and used without difficulty because the front lens element does not rotate during focusing.

Operability and durability have also increased with the inclusion of full-time manual focus and the acceptance of an optional accessory tripod collar. The EF70-300mm lens also promises to withstand the demands of professional use with a new mechanical construction designed for high durability and high rigidity, as well as improved durability and better dust- and waterproofing.

Key Features:

EF8-15mm f/4L Fisheye lens

Worlds

first fisheye zoom lens that functions as a circular fisheye and full frame fisheye for full-frame sensor, interchangeable lens SLR/DSLR cameras
New two-group zoom optical system with a zoom range of 8-15mm
Short minimum focusing distance of 15 cm
Optimised lens design and lens coatings

EF70-300mm f/4-5.6L IS USM lens

L-type

telephoto zoom lens: 70-300mm focal range
Image Stabilizer gives the equivalent effect of a shutter speed faster by about four stops
Minimum focusing distance is 1.2m
Circular polarising filter can be attached
Full-time manual focus
New mechanical construction designed for high durability and high rigidity
Improved durability and better dust- and waterproofing
Accepts optional accessory tripod collar (sold separately)

Pricing and Availability

The EF8-15mm f/4L Fisheye lens (available from January 2011, RRP \$TBC) and the EF70-300mm f/4-5.6L IS USM lens (available from the end of October 2010, RRP \$TBC) will be available through Canon dealers nationally. For more information customers can contact Canon on 1800 021 167, or visit the website at canon.com.au.

Related Links

Learn

[more about Canons SLR lens range](#)

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About Canon

Canon Australia is a leading provider of advanced, simple-to-use imaging solutions for businesses and consumers. Canons Australian R&D company, CiSRA, develops customised solutions for local customers, and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-four US patent recipients for the past 18 years, and had global revenues of around \$US35 billion in 2009. Canon Australia also operates Canon Finance Australia, which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit canon.com.au

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