



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

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Canon today announced two exciting additions to its impressive L-series 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 camera lens range on the market, says Rochelle Mora, Brand Manager Imaging, Canon New Zealand. 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 Canon's 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 polarizing 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

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

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 polarizing 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 December 2010, 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 New Zealand Authorised resellers. For more information customers can contact Canon on 0800 222 666, or visit the website at canon.co.nz.

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About Canon

Canon New Zealand is a leading provider of advanced, simple-to-use imaging solutions for businesses and consumers. Canon has ranked among the top-four US patent recipients for the past 16 years, and had global revenues of around \$US43 billion in 2009. Canon New Zealand also operates Canon Finance New Zealand, which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit www.canon.co.nz

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