



Canon strengthens its range of high performance super-telephoto camera lenses

Canon announces four new fixed-focal length, super-telephoto lenses and two extenders, all with improved optical performance.

Sydney, 26 August 2010: Canon today launched two new fixed-focal length super-telephoto camera lenses for use with its EOS digital SLR cameras along with two extenders, for advanced amateurs and professional photographers especially those working in the fields of photojournalism, wire-services, sports and nature photography.

Building on Canons rich heritage in digital SLR and lens technology, the new EF300mm f/2.8L IS II USM and EF400mm f/2.8L IS II USM lenses offer improved optical performance, closer focusing distances and significant weight reductions.

Canon also announced the development of two super-telephoto camera lenses the EF500mm f/4L IS II USM and EF600mm f/4L IS II USM. Prototypes will be exhibited at the Photokina 2010 trade fair, to be held in the city of Cologne, Germany from September 21 to 26.

The new extenders also announced today enable higher Auto Focus (AF) accuracy, complementing the performance of these new super-telephoto lenses.

Canons all-new, extremely lightweight super-telephoto lenses for professional and advanced amateur users illustrate the companys commitment to continually improving the lens technology for SLR cameras, says Cathy Hattersley, Brand Manager EOS Professional, Canon Australia.

The new EF300mm and EF400mm are ultra high-performance lenses that combine superb ease-of-use with excellent durability fit for the digital age. They boast completely redesigned optics for better image quality and weight reduction, plus improved image stabilisation delivering the equivalent of four shutter speed settings faster; and even better dust- and waterproofing.

EF300mm

f/2.8L IS II USM and EF400mm f/2.8L IS II USM

Both

new super-telephoto lenses offer improved optical performance, achieving high-resolution, high-contrast images and reduced chromatic aberration thanks to additional fluorite elements and extraordinary dispersion lenses not used in their predecessors.

The

lenses are significantly lighter, making it much easier to keep them still while shooting and carrying long distances, with the EF400mm f/2.8L IS II USM lens weighing over 1kg less than its predecessor and the EF300mm f/2.8L IS II USM weighing 300g lighter than its predecessor.

Closer

focusing distance on both new lenses offers increased versatility when composing and framing your shot. They offer the shortest focusing distance in the large-aperture 300mm class at 2.0m and in the 400mm class at 2.7m.

A

new Image Stabilization function gives the equivalent effect of a shutter speed approximately four full stops faster, allowing photographers to shoot in even lower lighting conditions. The optimised lens element positioning and lens coating also minimise ghosting and flare.

With

improved durability and better dust- and waterproofing, the lenses are built for professionals operating in any environment, even the most demanding conditions.

EF500mm

f/4L II USM and EF600mm f/4L IS II USM

The two new Canon lens prototypes, the EF500mm f/4L USM and EF600mm f/4L IS II USM, boast significant weight reductions on previous models making them easier to keep still and helping a long days shoot to be less tiring.

Currently under development, pricing and availability information for the EF500mm and EF600mm is not yet available.

Extender

EF1.4X III and EF2X III

These

extenders serve as accessories to all EF lenses and are successors to the EF1.4X II and EF2X II. They are designed as matches for the new super-telephoto lenses launched today.

Both

extenders offer improved optical performance due to a new design, resulting in high-resolution, high-contrast images and reduced chromatic aberration. Optimised lens design and lens coatings minimise flare and ghosting.

The

new extenders enable higher Auto Focus (AF) accuracy, particularly complementing the performance of the new super-telephoto lenses.

Key Features: EF300mm f/2.8L IS II USM lens and EF400mm f/2.8L IS II USM lens

Ultimate

optical performance: EF300mm:

2x fluorite and 3x extraordinary dispersion lens EF400mm:

2x fluorite and 2x extraordinary dispersion lens

Light weight: EF300mm:

under 2400g (predecessor was 2691g) EF400mm:

under 4200g (predecessor was 5370g) Closer

focusing distance: EF300mm:

Focusing distance reduced from 2.5 to 2m EF400mm:

Focusing distance reduced from 3.0 to 2.7m

Canons Image Stabilization function: equivalent effect of a shutter speed

approximately four full stops faster

9-blade circular aperture

Optimised

lens design and lens coatings

Improved

durability and better dust- and waterproofing

Magnesium alloy body

Pricing and Availability

The

EF300mm f/2.8L IS II USM lens (RRP \$TBC); EF400mm f/2.8L IS II USM lens (RRP \$TBC); EF1.4X III extender (RRP \$TBC); and EF2X III extender (RRP \$TBC), will be available from December 2010 through authorised Canon dealers nationally.

The EF500mm f/4L II USM (RRP \$TBC) and EF600mm f/4L IS II USM (RRP \$TBC) will

be available in 2011.

For more information customers can contact Canon on 1800 021 167, or visit the website at canon.com.au.

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