



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

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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 Canon's 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. Canon's all-new extremely light weight super-telephoto lenses for professional and advanced amateur users, illustrate the company's commitment to continually improving the lens technology for SLR cameras, says Rochelle Mora, Brand Manager Imaging, Canon New Zealand.

The new EF300mm and EF400mm are ultrahigh-performance lenses which 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 stabilization 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 a 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 IS II USM and EF600mm f/4L IS II USM

The two new Canon lens prototypes, the EF500mm f/4L IS II 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 and detailed above.

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

Canon's 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 Canon New Zealand Authorised resellers. 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 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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