



Experiment like never before with the new Canon EOS 60D DSLR camera

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Key Features:

18 megapixel CMOS (APS-C) sensor

First Canon EOS camera with vari-angle LCD monitor

Four new creative filters: toy camera; miniature effect; soft focus; grainy black and white

DiG!C 4 Image Processor

ISO 100-6400 (up to ISO 12800)

5.3 frames per second (fps) with continuous shooting up to 94 shots in a single burst (JPEG Large/Fine)

Live View Mode with Live Face Detection AF Mode

Full High Definition movies with 'Movie Crop' feature (via HDMI output)

Tough magnesium alloy body Canon New Zealand has today further strengthened its market-leading EOS digital SLR range with the introduction of the EOS 60D. Replacing the popular EOS 50D camera, the EOS 60D sits between the EOS 550D and EOS 7D and is perfect for users stepping up from an entry-level DSLR, as well as for compact users desiring more creative options and higher image quality.

Canon is excited to announce the EOS 60D as the latest enthusiast model in the EOS DSLR range, featuring Canons renowned core technologies and plenty of new creative options, says Rochelle Mora, Brand Manager Imaging, Canon New Zealand.

Users will be able to experiment more than ever thanks to the inclusion of Canon EOS first vari-angle screen; creative filters never before seen on Canon cameras; Full High Definition EOS Movie with Movie Crop feature; and advanced ISO capabilities.

Experiment like never before with creative options

The EOS 60D allows users to experiment and play around with new techniques and at the same time encourages them to take their photography to the next level.

Like other Canon DSLR models, the EOS 60D features Live View Mode with Auto Focus capabilities. However, thanks to the EOS 60Ds new vari-angle screen which opens out to the side and rotates 180 degrees users can capture images they couldnt take before with Live View. Allowing greater flexibility and creative composition, this vari-angle 3.0-inch, 3:2 LCD screen makes it easy to compose and shoot images from unusual perspectives, including high and low angles, and during macro photography. The decision to have the screen open to the side was based on extensive testing which proved this option offered the best useability for tripod and handheld shooting.

The EOS 60D is also the first CanonEOS camerato feature four new creative filters, promising lots of fun and more opportunities to experiment and express yourself creatively. These include;

Toy camera effect: produces images that look as if shot using a toy camera, vignetted and with some degree of colour shift.

Miniature effect: imitates the visual qualities of a Tilt Shift lens, applying blur to background and foreground areas to render your subjects in miniature.

Soft focus effect: Produces dramatic silhouettes with a soft, glowing look while maintaining colours and focus.

Grainy black and white effect: Produces retro images that look like traditional silver-halide prints, with emphasis on contrast and grain. In addition to taking stunning stills, EOS Movie allows users to capture impressive movies in Full HD quality easily thanks to Live View Mode with Auto Focus capabilities.

For users who want to test their creativity, the EOS 60D offers full manual control while shooting video, allowing users to shoot a variety of subjects in different lighting situations and experiment with a range of creative effects. The inclusion of a Movie Crop function means users can now crop into a scene (up to approx. 7x magnification) when recording in Standard Definition (640x480), enabling photographers to get closer to their subject when shooting from afar.

Allowing more flexibility and versatility, the EOS 60Ds ISO speed range is ISO 100-6400 (expandable up to ISO 12800). The ability to capture more detail in low-light situations enables more possibilities for photographers and offers users more creative control.

Detailed, clear, high-quality images

The EOS 60D features an 18 megapixel CMOS (APS-C) sensor and Canons DiG!C 4 Image Processor, taking image quality to new heights. While based on DiG!C IIIs high-speed rendering of fine detail and natural colour reproduction, DiG!C 4 provides even faster signal processing. This processor allows enthusiast photographers to experience faster processing, producing finer detail and natural colour reproduction.

Pricing and Availability

The EOS 60D body only (RRP TBC); EOS 60D Single IS kit (with EF-S18-55mm f/3.5-5.6 IS RRP TBC) will be available from September 2010 through Canon New Zealand Authorised resellers nationally. For more information customers can contact Canon on 0800 222 666, or visit the website at canon.co.nz.

Ends

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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