



Canon releases new Flash Memory video camera range, packed with advanced technologies

Capturing high-quality video is now easier than ever with the new compact LEGRIA models

SYDNEY: 6 January 2011 – Canon Australia today announced the launch of the first consumer digital video cameras to feature HD CMOS PRO Sensor technology as part of the new line-up of Full High Definition (HD) Flash Memory models.

The new LEGRIA range features Flash Memory – the future memory format in video cameras. The video camera market experienced 86% growth in HD Flash models¹ this year alone. Canon is proud to have been at the forefront of introducing the benefits of flash technology to consumers. These include faster recording and playback time, superior reliability, lower power consumption and more compact and portable camera bodies.

“We know that video camera users are looking for image quality and ease of use above all else. To improve video quality, we are proud to announce the introduction of the HD CMOS PRO in the consumer range. There’s also a host of innovative features that make capturing, creating and sharing quality videos easy,” said Anna Kalinowska, Brand Manager – Digital Video, Canon Australia.

The new compact HD line-up includes Canon’s HF R-series (HF R26 and HF R28), HF M40, and the new HF G10. The stand-out feature across the HF M40 and HF G10 is the Full HD CMOS PRO Sensor – delivering amazing video resolution in Full HD 1920 x 1080, better performance in low-light situations, and improved dynamic range for details in shadows and highlights. These models also capture superior audio with the high-quality, low-noise built-in zoom microphone. Creative shooting capabilities are enhanced by the new “Story Creator” and “Cinema Look” filters.

“It’s an incredible advancement for us to be able to include HD CMOS PRO Sensor technology in the body of a video camera as small and convenient as this, as it’s a feature previously reserved for the professional range only,” continued Kalinowska.

The HF R-series is a video camera the whole family can enjoy. Features include a Full HD CMOS for a crisp, colour-rich capture and a powerful 28 x Advanced Zoom, all packed into a palm-sized, stylish body that can be taken anywhere. Sporting a 3-inch Touch Screen, Intelligent Auto and Image Stabilisers, the camera is perfect for anyone looking for ease of use and quality video capture. Plus a new feature – Touch Decoration – allows users to have fun while creating their video with templates, animations and on-screen handwriting.

Great quality, easily

Canon’s new range is designed to suit everyone. From those who want to simply ‘point-and-shoot’ to capture life’s spontaneous moments in high quality, to those who enjoy experimenting with advanced functions to create and produce beautiful vision and interesting movies. Across the range, Canon’s new HD LEGRIA video cameras include Intelligent Auto, Touch and Track, and Dynamic Image Stabiliser to capture great quality – easily. Plus, with features like the Video Snapshot you can quickly snap together the best grabs of your footage and share instantly.

“Intelligent Auto is perfect for those users who just want to let the camera do the work. Now recognising up to 38 different scenes, including backlit, people, macro, and sunset scenes, Intelligent Auto ensures you get the best results easily,” said Kalinowska. “And Touch and Track takes the worry out of capturing those action-packed scenes when you need to keep your moving subjects – such as people, pets, or cars – in focus and properly exposed.”

“Creating enjoyable movie clips to share with your friends and family is now so simple. Video Snapshot allows you to capture only the best grabs of your holiday or memorable occasion and create a movie without the hassle of editing. Plus, the bundled inclusion of an HDMI cable with the new HD LEGRIA models means you can instantly connect to an HD television, so sharing your video stories could not be easier. It really encapsulates the concept of simple and enjoyable shooting and sharing.”

All of the new LEGRIA HD models retain Canon’s proprietary HD Camera System, including a Genuine Canon HD Video Lens, HD CMOS Image Sensor and DiG!C DV III Image Processor. This system produces superior image quality with better colour and detail. Especially designed for video cameras, the proprietary DiG!C DV III processor improves battery life and speed.

In addition to the new LEGRIA Full HD line-up, Canon has enhanced its Standard Definition (SD) models: the FS series (FS46 and FS406) Flash Memory video cameras. Both are compact and light-weight (220g), and include a powerful 41x Advanced Zoom and Auto lens cover. The FS series is easy to use and has simple menu navigation and also includes features like Video Snapshot and Dual Shot, enabling you to switch between photo and video recording.

LEGRIA HF G10 is the perfect creative tool. Versatile features, professional-quality components and exceptional manual control

The HF G10 has the following new features:

Quality

- Professional-grade CMOS Sensor: HD CMOS PRO
- 30.4mm Wide Angle HD Video Lens with attachable WD-H58W:24.3mm lens
- 10 x Zoom HD Video Lens incorporating an 8-bladed iris
- Optical Image Stabiliser (Powered IS and Dynamic IS)
- Instant Auto Focus

Manual/Creative Control

- Full manual control with lens focus ring and customisable control dials
- Manual aperture, shutter speed, and gain settings
- Story Creator / Cinema Filters
- 32GB Internal Flash drive and Dual Card Memory
- 3.5-inch Touch LCD Screen

LEGRIA HF M40 creates effortless, professional-quality movies you'll be proud to share

The HF M40 has the following features:

Quality

- Professional-grade CMOS Sensor: HD CMOS PRO (new)
- 10 x Zoom HD Video Lens incorporating an iris (new)
- High Quality Microphone (adjustable directionality and frequency response characteristics) (new)
- Optical Image Stabiliser (Powered IS and Dynamic IS)
- Instant Auto Focus

Ease

- 3-inch Touch LCD Screen with Touch & Track
- Intelligent Auto
- Video Snapshot
- Story Creator, Cinema Filters, Touch Decorations (new)
- 16GB internal flash memory with dual slots

LEGRIA HF R-series is a stylish, entry-level Full HD camcorder for easy shooting

LEGRIA HF R-series have the following features:

Quality

- 3.28 Megapixel (approx.) Full HD CMOS sensor and recording at 24 Mbps (new)
- 20 x Optical Zoom / 28 x Advanced Zoom
- Dynamic Image Stabiliser

Ease

- 3-inch Touch Screen with Touch & Track (new)
- Intelligent Auto
- Touch Decorations (new)
- 8GB Memory (HF R26) and 32GB Memory (HF R28)

- Dual Card Slots

Pricing and Availability

The LEGRIA FS406 (RRP \$TBC), LEGRIA FS46 (RRP \$TBC) will be available from February 2011 through Canon dealers nationally. The LEGRIA HF R26 (RRP \$TBC), LEGRIA HR R28 (RRP \$TBC), LEGRIA HF M40 (RRP \$TBC), and LEGRIA HFG10 (RRP \$TBC) will be available from March/April 2011 through Canon dealers nationally. For more information customers can contact Canon on 1800 021 167, or visit the website at www.canon.com.au.

1 Source: GfK Retail and Technology Australia, Camcorders, Retail sales volume and value, Jan-Aug 2010 vs. Jan-Aug 2009 (excludes Internet sales and online channels)

Related Links

[Learn more about Canon's LEGRIA range](#)