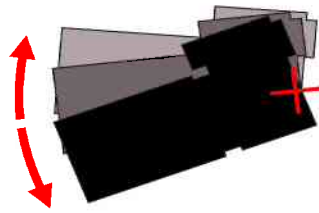
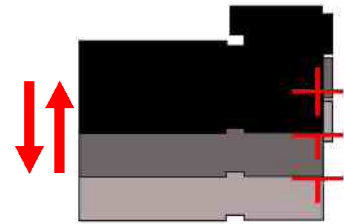


# Press Release

## New Canon Hybrid IS world's first Image Stabilizer to compensate for two types of camera shake



Angular camera shake



Shift camera shake

**London, United Kingdom / Republic of Ireland, 22nd July 2009** — Canon Inc. announced today the development of Hybrid Image Stabilizer (IS), the world's first\* optical Image Stabilizer which compensates for both angular camera shake and shift camera shake. The technology will be incorporated in an interchangeable single lens reflex (SLR) camera lens planned for commercial release before the end of 2009.

Several different preventative methods and corrective procedures have been introduced to compensate for errors caused by camera shake. Canon began researching methods to compensate for camera shake in the 1980s. In 1995 Canon launched the EF 75-300mm f/4-5.6 IS USM, the world's first interchangeable SLR camera lens to feature a mechanism that compensates for optical camera shake. Since then, the company has continued to produce a variety of interchangeable lenses with image stabilisation capabilities, and boasts a total of 21 such lenses in its current product line-up, including the EF 200mm f/2L IS USM which features up to 5-stops of blur correction.

Canon's newly developed Hybrid IS technology optimally compensates for angular camera shake (rotational) and shift camera shake (linear). Sudden changes in camera angle can cause significant blur in images taken during standard shooting, whereas blur caused by shift-based shaking, when a camera moves parallel to the subject, is more pronounced in macro and other close-up photography.

The new Hybrid IS technology incorporates an angular velocity sensor that detects the extent of angular camera shake which is found in all previous optical Image Stabilizer mechanisms, as well as a new acceleration sensor that determines the amount of shift-based camera shake. Hybrid IS also employs a newly developed algorithm that combines the output of the two sensors and moves the lens elements to compensate for both types of movement. Hybrid IS dramatically enhances the effects of Image Stabilizer especially during macro shooting, which is difficult for conventional image stabilisation technologies.

Canon is actively engaged in ongoing research and development of interchangeable SLR camera lenses incorporating Hybrid IS technology, and is aiming for the early commercialisation and inclusion of the technology in a wide range of products.

\* For use in interchangeable SLR camera lenses as of July 17, 2009. According to Canon research

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### **Reader enquiries**

United Kingdom – 0844 369 0100 / [www.canon.co.uk](http://www.canon.co.uk)

Republic of Ireland – (01) 2052400 / [www.canon.ie](http://www.canon.ie)

### **For further information please contact the Canon Consumer Imaging Press**

#### **Office:**

[anna\\_ghosh@cuk.canon.co.uk](mailto:anna_ghosh@cuk.canon.co.uk) / 01737 220 322

[estelle\\_sexton@cuk.canon.co.uk](mailto:estelle_sexton@cuk.canon.co.uk) / 01737 220 343

[diane\\_johnson@cuk.canon.co.uk](mailto:diane_johnson@cuk.canon.co.uk) / 01737 220 413

[shareen\\_brown@cuk.canon.co.uk](mailto:shareen_brown@cuk.canon.co.uk) / 01737 220 185

### **About Canon (UK) Limited**

Canon is a world-leading innovator and provider of imaging and information technology solutions for the home and office environments.

Canon has a global philosophy of *Kyosei* - living and working together for the common good, which clearly demonstrates commitment to customers, staff and the environment shared by all.



Canon (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,700 people in various locations including Ireland.

The main business focus for Canon (UK) Ltd is in two clearly defined market segments: **Business Solutions** covering both the office and professional printing environments (including: multifunctional printers, IT consultation, photocopiers, printers, large format printers, fax machines, document management hardware & software) and **Consumer Imaging** (input solutions: film and digital SLR cameras, digital still compact cameras, camcorders, binoculars, calculators and scanners; and output solutions: Inkjet and laser printers, faxes, desktop all-in-ones and multimedia projectors). **Broadcast Division** is an extension of our product portfolio covering the supply and servicing of professional lenses and their accessories to the Television Broadcasting environment.