

Press Release

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Canon adopts MPEG-2 Full HD (4:2:2) file-based recording codec for upcoming professional video camcorder

New Canon MPEG-2 Codec chosen for file-based professional video camcorder promises compatibility with industry-standard editing & processing software

United Kingdom / Republic of Ireland February 2nd 2010 - Canon Inc. today announces the adoption of an MPEG-2 Full HD (4:2:2) file-based recording codec for a new professional video camcorder currently under development. The Canon MPEG-2 codec will enable high-quality imaging and audio performance with up to 50 Mbps data recording and twice the colour data of HDV¹ profile formats. File-based recording helps video operations realise greater efficiencies during post-production processing, making it an ideal format for many industry applications such as news gathering, documentary filmmaking and event videography.

- **MPEG-2 Full HD compression and 4:2:2 colour sampling**

The adoption of MPEG-2 Full HD (MPEG-2 4:2:2 HP@HL compliant) compression enables the recording of 1,920 x 1,080-pixel full high-definition video. Additionally, compared with the 4:2:0 profile format used in HDV and other standards, 4:2:2 colour sampling offers twice the volume of colour data, providing double the level of colour resolution.

- **Maximum 50 Mbps data recording**

With approximately twice the total data volume of HDV, the codec supports higher resolution and increased colour data to enable the recording of high-quality video.

¹ HDV is a standard for the recording and playback of high definition (1,440 x 1,080 pixels) video and audio on DV-format cassette tapes

- **Industry-standard MXF file format (see note (II))**

MXF (Material eXchange Format) is a widely supported open source file format for the recording of video, audio and metadata, developed to suit the latest editing systems used by broadcasters.

Canon partners with major editing and processing software

With the adoption of the MPEG-2 Full HD (4:2:2) file-based recording codec, Canon is working in cooperation with Adobe Systems Incorporated, Apple Inc., Avid Technology, Inc. and Grass Valley to ensure compatibility with major editing and processing software programs widely used within the video imaging industry. Additionally, at future industry events Canon intends to demonstrate the overall video-production workflow, from initial video capture to clip-trimming and final editing. Video clips stored in a file-based recording system and industry-standard software applications will be used.

(II) A format for professional digital video and audio media defined by the Society of Motion Picture and Television Engineers (SMPTE)

Notes to editor

Advantages of File-Based Recording

File-based recording enables video and audio data to be managed and stored by file, much in the same way as computer data. It supports efficiency throughout the production process, from initial video capture to final editing through the entire workflow. Additionally, file-based recording provides users with the flexibility to utilise different editing environments and workflow solutions without the restrictions associated with some other video recording formats, helping to reduce investment costs.

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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