

Press Release

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Extend the reach of your telephoto lens with Canon's Extender EF 1.4x III and Extender EF 2x III



Extender EF 1.4x III



Extender EF 2x III

United Kingdom, Republic of Ireland 26th August 2010 – Canon today unveils two lens extenders designed for its L-series range of new super-telephoto lenses. Designed for photojournalists, nature and sports photographers who need to get close to distant and challenging subjects, the **Extender EF 1.4x III** and **Extender EF 2x III** increase the focal length of a lens by a factor of 1.4x and 2x respectively while still delivering superb image quality. To ensure the best possible image quality in all shooting conditions, they also combine enhanced environmental protection, redesigned optics and improved data communication between lens and camera.

Canon professional image quality

Allowing professional photographers to shoot distant subjects without having to carry a number of heavy lenses with them, these new extenders ensure there is no compromise on image quality. The Extender EF 1.4x III features seven lens elements in three groups, and the Extender EF 2x III features nine lens elements in five groups, ensuring improved optical performance. All optical elements use Canon's Super Spectra coating, reducing ghosting and flare to minimise post-processing requirements. A new

Fluorine Coating on the front and rear elements makes marks, such as spots left by water or fingerprints, much easier to clean than standard coatings.

To facilitate the accurate transfer of imaging data between the lens and camera body, both models feature an integrated processor which ensures all focusing, metering and ID information is available – allowing the photographer to capture crisp, well-exposed images. When combined with the latest range of premium Canon L-series lenses, these extenders enable higher AF accuracy compared to previous generations, ensuring professionals achieve perfectly sharp shots, even when capturing moving subjects.

Redesigned for high performance

The Extender EF 1.4x III and Extender EF 2x III have been designed to complement the latest range of L-series lenses, matching their appearance and offering a visible differentiation from previous models. A carefully positioned lens release mechanism also makes it easy to mount the extenders quickly, reducing the time that the camera and lens are exposed to the environment. The extenders offer the exceptional build-quality expected from Canon's professional products, and are resistant to both dust and water, allowing photographers to use them in extreme shooting conditions.

For convenient transport, the 225g Extender EF 1.4x III and 325g Extender EF 2x III are supplied with a soft case (LP811) and Extender Cap EII.

- ENDS -

Editors only

For Canon product images please visit / www.canon.co.uk/press_centre

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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 1,450 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