

Press Release

EMBARGO: 1st September 2009, 0500 BST

Canon announces the arrival of the first EF lens to feature Hybrid IS



Hi-res versions of these and other images can be downloaded from http://www.canon.co.uk/press_centre

United Kingdom / Republic of Ireland, 1 September 2009: Canon today announces the launch of the high performance EF 100mm f/2.8L Macro IS USM, the latest addition to its prestigious L-series, Canon's flagship professional lens range. The EF 100mm f/2.8L Macro IS USM incorporates image stabilisation in a macro lens for the first time in the EOS lens range. This enables photographers to capture stunning close-up shots without the need for a tripod.

The high quality, medium telephoto macro lens, has been developed for photographers who demand the highest level of optical quality. The new Hybrid IS system features up to 4-stop correction, compensating for the effects of camera shake, during normal shooting. Low friction ceramic balls support the moving elements, which allows for the amazingly smooth movement needed when compensating for camera shake during macro shooting. Hybrid IS corrects shift movement problematic when shooting up close -as well as angular movement providing photographers with the benefit of up to 2 stops at 1.0x magnification.

The EF 100mm f/2.8L Macro IS USM features ultra low dispersion (UD) lenses that correct colour aberration for high resolution, high contrast images while the addition of Super Spectra coatings effectively reduce ghosting and flare for superior quality images. A nine blade circular aperture makes subjects stand out amid beautiful background blur and a silent, high-speed ring type USM Autofocus motor quickly achieves focus. The lens also includes a three position focus limiter to tailor the focus system range to the desired subject.

As part of the L-series the lens features dust and water resistant seals. Sitting ahead of the EF 100mm f/2.8 USM Macro, within the range, the EF 100mm f/2.8L Macro IS USM supports a full range of accessories including: Tripod Mount D, Macro Lite adaptor 67, Lens Hood ET-73 and EF12 II and EF25 II extension tubes. The tripod mount attaches to the lens without the need for an adaptor enabling quick portrait or landscape switching without having to reframe the camera. Speedlites MR-14EX and MT-24EX can be attached using the MacroLite adaptor.

Pricing & Availability

The EF 100mm f/2.8L Macro IS USM is available from early October 2009 priced at £999.99 / €1199.99 RRP inc. VAT.

- ENDS -

Editors only

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

Reader enquiries

United Kingdom – 0844 369 0100 / www.canon.co.uk

Republic of Ireland – (01) 2052400 / www.canon.ie

For further information please contact the Canon Consumer Imaging Press

Office:

anna_ghosh@cuk.canon.co.uk / 01737 220 322

estelle_sexton@cuk.canon.co.uk / 01737 220 343

diane_johnson@cuk.canon.co.uk / 01737 220 413

sarah_belfrage@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.