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Canon enhances EF series with new EF 24mm f1.4L II USM fast aperture wide-angle prime lens



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United Kingdom/Republic of Ireland, 17 September, 2008: Canon today strengthens its line-up of EF-series lenses with the introduction of a new fast aperture prime lens: the **EF 24mm f1.4L II USM**. Replacing the EF 24mm f/1.4L USM, the EF 24mm f1.4L II USM has been completely redesigned to provide an exacting partner lens to Canon's new EOS digital SLRs, the EOS 50D and the EOS 5D MKII.

The EF 24mm f1.4L II USM offers:

- Fast f/1.4 aperture
- Aspherical and UD lens elements for correction of chromatic aberration
- Sub Wavelength structure Coating (SWC) to dramatically reduce ghosting and flare
- Circular aperture for creative blurred highlights
- USM for full-time manual focus
- Lead-free glass (RoHS compliance)
- Lens hood and pouch supplied

Superior image performance

Featuring a 13-element, 10-group lens, the EF 24mm f1.4L II USM is designed to achieve the highest standards of image quality. Two high-precision GMo aspheric

lenses are employed to correct various forms of aberration such as curvature of field and distortion, with a floating mechanism ensuring crisp corner-to-corner detail throughout the focal range. In addition, two UD lenses reduce the chromatic aberration common in wide-angle lenses.

A fast, ultra-large maximum aperture of f/1.4 delivers excellent low-light performance, with the circular aperture offering the potential for creative out-of-focus highlights. A focal length of 24mm and a USM focus motor providing full-time manual focus also make the EF 24mm f1.4L II USM ideal for situations where a wide-angle, high-performance lens is required.

Advanced lens coating

Reflections off a digital camera's image sensor can compromise images with ghosting and flare. To help reduce this, the inside of EF 24mm f1.4L II USM's front element is treated with Canon's new Sub Wavelength structure Coating. Developed specifically to work with Canon optics, this anti-reflective coating helps reduce flare and ghosting - for consistently crisp, undistorted images.

Robust build quality

Weighing just 650g, the EF 24mm f1.4L II USM is designed to withstand the rigours of even the most testing shooting environment – with Canon's advanced weather and dust sealing making it the perfect choice for photojournalists and landscape photographers.

– Ends –

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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 1,800 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.