

Media Alert

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Canon announces development of advanced super-telephoto professional lenses



EF 500mm F/4L IS II USM



EF 600mm F/4L IS II USM

United Kingdom, Republic of Ireland; 26 August 2010 – Canon today announces the development of two new super-telephoto lenses for its leading range of EOS Digital SLR cameras – the **EF 500mm F/4L IS II USM** and the **EF 600mm F/4L IS II USM**. The new lenses will be displayed for the first time in Europe during Photokina 2010 in Cologne, Germany.

Developed as part of Canon's acclaimed L-series of professional lenses, the new lenses will achieve new and advanced levels of image quality. Each will include the highest quality components, featuring high specification Image Stabilizer technology alongside the use of optical materials such as Fluorite, to correct aberrations ensuring high resolution images rich in detail and contrast.

Succeeding the widely-respected EF 500mm F/4L IS USM and EF 600mm F/4L IS USM, the EF 500mm F/4L IS II USM and EF 600mm F/4L IS II USM are being developed for photographers who require high performance, fast aperture and a longer focal length. Redesigned, lightweight bodies will provide added mobility alongside enhanced protection against dust and water, making them ideal for the toughest shooting conditions.

Both new lenses have been designed to reflect Canon's renowned high standards for the elite L-series, combining exceptional-quality optics with easy-to-reach controls and signature designs. The models will be released as part of Canon's continued development of its EF lens line-up, offering enhanced performance and improved

functions that cater for the needs of photographers from beginners through to professionals.

- ENDS -

Editors only

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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.