

Press Release

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Lightweight, compact and versatile - Canon unveils the EF 70-300mm f/4-5.6L IS USM



United Kingdom, Republic of Ireland; 26th August 2010 – Canon today announces the latest addition to its renowned L-series of professional lenses, the **EF 70-300mm f/4-5.6L IS USM**, designed to answer growing demand for a high performance zoom lens which offers outstanding mobility and versatility. The EF 70-300mm f/4-5.6L IS USM offers a 4.3x telephoto zoom range of 70-300mm, with a variable aperture of f/4-5.6. The compact (143mm) design also features the build quality that photographers have come to expect from Canon's acclaimed L-series lenses. With its impressive focal range and travel-friendly size, the EF 70-300mm f/4-5.6L IS USM is ideally suited to professionals and advanced amateur photographers wishing to capture portraits, nature and action shots in superb detail.

Canon signature image quality

Thanks to two ultra-low dispersion (UD) elements and a floating lens group, the EF 70-300mm f/4-5.6L IS USM captures stunning high-contrast, high-resolution images with low levels of chromatic aberration throughout the zoom range. The lens makes use of Canon's Super Spectra coatings, reducing ghosting and flare to ensure the highest possible image quality and minimising the requirement for extensive post processing.

Canon's advanced optical Image Stabilizer (IS) provides photographers with a four-stop IS advantage, enabling the capture of sharp images even when shooting at maximum zoom or in low light conditions, by allowing the use of slower shutter speeds than would usually be possible with handheld shooting.

An eight-blade circular aperture also offers excellent bokeh ideal for portraiture, producing a more pleasant background and creatively isolating the subject.

Autofocus (AF) is fast and quiet thanks to a ring-type USM AF motor, combined with the independent lens CPU and advanced AF algorithms to enable accurate, reliable focusing in all conditions. As with all Canon L series lenses, full time manual focus override is possible, allowing photographers to manually focus, even when the AF motor is engaged. With a minimum focusing distance of 1.2m (3.9ft) throughout the zoom range, photographers can achieve sharp results, even when close to the action.

L-series – robust performance in all conditions

Honouring the L-series heritage, the EF 70-300mm f/4-5.6L IS USM offers exceptional build quality, ideal for daily use by professionals and advanced amateurs. The lens includes environmental protection, allowing photographers to shoot in harsh conditions - even in the extremes of the desert or rainforest. Canon's new Fluorine Coating also makes cleaning the lens easier, preventing smears or streaking.

Professional accessories

As part of the L-series range, the EF 70-300mm f/4-5.6L IS USM is supplied with a lens hood **ET-73B** and lens case **LP1424** as standard. In addition, an optional, dedicated tripod mount C (**WII**) can be directly attached to the lens. This allows it to be stabilised easily and the camera switched quickly from vertical to horizontal and back, without having to reposition the camera body on the tripod, perfect for fast-paced action with a variety of subjects.

- ENDS -

Editors only

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