

# Press Release

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## **Canon launches two versatile lenses for impressive everyday use**



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**United Kingdom / Republic of Ireland, 1 September 2009::** Canon today strengthens its EF-S series of lenses with the launch of two powerful standard kit lenses for EOS EF-S camera owners: the EF-S 18-135mm f/3.5-5.6 IS and the EF-S 15-85mm f/3.5-5.6 IS USM. Both lenses match the style and performance of Canon's new APS-C sensor camera – the Canon EOS 7D.

### The high performance standard zoom lens

The high-quality EF-S 15-85mm f/3.5-5.6 IS USM is equivalent to a 24-136mm focal length lens (5.6x standard zoom). Designed for EOS EF-S mount bodies, the lens covers wide angle and portrait focal ranges. It also offers a 4-stop Image Stabilizer as well as a close focusing distance of just 0.35m throughout the zoom range.

### Versatile super zoom lens

The EF-S 18-135mm f/3.5-5.6 IS is a powerful all-in-one lens for EOS EF-S mount bodies. It features a 4-stop Image Stabilizer and a 7.5x super zoom range (approx. 29-216mm equivalent focal length). The lens covers a wide range of focal lengths with a 0.45m

minimum focusing distance. A general-purpose zoom, it is ideal for photographers looking to make the step up from a standard kit lens.

#### Easy-to-use impressive image quality

Both lenses offer great low-light performance due to the inclusion of a 4-stop Image Stabilizer that automatically detects panning and tripods, responding accordingly to help photographers take steady shots in any situation. The addition of ultra low dispersion (UD) lenses and aspherical lens elements - as well as lens coatings optimised to combat ghosting and flare - ensure high quality throughout. Both products also include a circular aperture for beautiful background blur (bokeh).

Both lenses feature Canon's improved exterior lens design that offers an improved high-grade look and feel compared with previous EF-S lenses.

Offering a wide range of focal lengths both EF-S 18-135mm f/3.5-5.6 IS and the EF-S 15-85mm f/3.5-5.6 IS USM are ideal all purpose lenses, suitable for the photographer looking for a walk around lens or those with many lenses who on occasion wish to travel lighter.

#### Pricing & Availability

The EF-S 18-135mm f/3.5-5.6 IS is available from early October 2009 priced at £529.99 / €619.99 RRP inc. VAT.

The EF-S 15-85mm f/3.5-5.6 IS USM is available from mid October 2009 priced at £849.99 / €989.99 RRP inc. VAT

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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 1,700 people in various locations including Ireland.

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