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The EF-S 18-200mm f/3.5-5.6 IS: versatile, compact, telephoto zoom



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United Kingdom / Republic of Ireland, 26 August, 2008: Canon today strengthens its EF-S series of lenses with the launch of a versatile new model: the **EF-S 18-200mm f/3.5-5.6 IS**. With an equivalent focal length of 29-320mm, the lens offers an 11x zoom range – making it a powerful, lightweight alternative to carrying multiple lenses.

The EF-S 18-200mm f/3.5-5.6 IS is designed exclusively for use with EOS cameras featuring an EF-S lens mount – including the new EOS 50D, EOS 1000D, EOS 450D, and earlier models.

High quality optics

The EF-S 18-200mm f/3.5-5.6 IS features a 16 element, 12 group construction. This includes UD and aspherical lens elements, which minimise chromatic aberration and ensure crisp, corner-to-corner detail across the zoom range. A close focusing distance of just 45cm offers photographers total framing flexibility.

4-stop Image Stabilizer

A Canon 4-stop optical Image Stabilizer – specially designed for the lens' specific focal length range - works to counteract image blur that can occur when shooting handheld, or at slow shutter speeds. Automatic panning detection ensures effective

performance when tracking moving subjects. Plus, because the IS system is based in the lens, results are visible through the viewfinder during framing.

No flare or ghosting

Reflection off a digital camera's image sensor can cause flare and ghosting. To suppress this, the EF-S 18-200mm f/3.5-5.6 IS uses optics treated with Canon's patented Super Spectra coatings – for crisp, undistorted images with natural colour balance.

Pricing & Availability:

The EF-S 18-200mm f/3.5-5.6 IS is available from end of September 2008 priced at £549.99 / €729.99 RRP inc. VAT.

– Ends –

Editors only

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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.

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