

Press Release

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Express your creativity – take the next step with the Canon EOS 60D



United Kingdom, Republic of Ireland; 26th August 2010 – Canon has expanded its world-famous EOS digital SLR (DSLR) range with the launch of the new **EOS 60D** – the perfect camera for aspiring photographers looking to expand their photographic skills. Boasting a range of new features that will inspire photography enthusiasts to develop their own creative style, the new model offers a first-class specification, with an 18 Megapixel sensor, 5.3frames per second (fps) shooting, in-camera image editing and a brand-new Vari-angle LCD that enables the shooting of stills and HD movies from almost any angle.

Designed to encourage artistic expression, the EOS 60D offers a mix of manual control and new creative shooting modes, making it ideal for a wide range of users.

Photographers can take absolute control over images or leave it to the camera; full manual features allow you to compose an image without limitations, while a series of in-camera creative functions makes the capture and adjustment of stand-out shots easier than ever. Whether you're a keen amateur or just looking for inspiration, the EOS 60D empowers you to broaden your horizons.

Be inspired with pro-level results

The EOS 60D is packed with the latest premium Canon technologies, which combine to capture pictures that will wow friends and family. The high-resolution 18MP sensor delivers large, detailed shots, and Canon's powerful DIGIC 4 processor provides accurate colours, smooth tones and low noise for striking images that instantly stand out. As part of the EOS system, the EOS 60D is also fully compatible with Canon's unrivalled range of EOS accessories, including EF lenses and external speedlites, offering a wealth of shooting and lighting opportunities for you to explore.

Create the perfect picture: during or after the shoot

Whatever the subject, the EOS 60D helps to realise your creative vision. Basic + is a feature that makes it easier to get the effects you want, allowing you to adjust image ambience or shoot according to lighting or scene type for perfectly-optimised pictures. Control over critical functions is made simple and easy, enabling you to imagine your desired image tone and then capture the scene exactly as you want to. Whether shooting sunsets, family events or outdoors at night, you can realise any vision with stunning results.

A range of additional creative filters provide added license to experiment with your pictures. Grainy B/W creates documentary or reportage-style shots, while Miniature Effect replicates tilt photography by selectively focusing within the frame to make real life subjects appear like a model. Toy Camera effect adjusts colour tones for a unique, retro look and Soft Focus allows you to soften your shots, creating a dreamy effect. These filters can be applied in-camera to images after they've been taken, allowing you to test different outputs immediately after capture.

Advanced control – change what you see

For those who want to take control, full manual mode provides all the tools necessary to make any artistic goal a reality. Settings can be adjusted to suit exacting creative requirements, and unique in-camera RAW processing gives you the power to fine-tune RAW images immediately after capture. Now you can shoot, inspect and adjust image settings quickly and easily using only the camera, before re-saving a new version that's immediately ready to use. The EOS 60D also helps you to organise your image library using new camera features – images can be re-sized and rated, for example, making it quick and easy to file and manage your shots.

Detail and definition – even in low light

The EOS 60D captures extraordinary definition in every picture. The highly-sensitive Auto Focus system captures detail across the entire image and AI Servo mode tracks moving subjects quickly and accurately – shooting fast-paced action in clear, sharp detail. The advanced DIGIC 4 processor also gives pictures a professional feel, processing images quickly and reducing the appearance of image noise for the best results.

An extended ISO range also allows you to shoot in darker conditions. A selection of speeds ranging from 100-6400 enables users to adjust light sensitivity to suit a given scene, and ISO can also be extended to an even faster speed of ISO 12800 – providing the ability to capture shots in environments with very little light at all, such as an evening sunset or indoors.

Shoot from any angle

As well as an almost limitless selection of creative tools, the EOS 60D features a brand new Vari-angle wide LCD screen, providing increased flexibility that allows you to shoot in a series of different ways, such as overhead or at ground level. With over a million pixels, pictures are displayed with stunning clarity, allowing you to compose, review and alter your images with unrivalled levels of on-screen detail.

Full HD Movies with EOS

For those who like to experiment with video, the EOS 60D also shoots pin-sharp video in Full 1920x1080p HD resolution. Variable frame rates provide the ability to change the look and feel of footage, with cinematic 24fps capture alongside 25 and 30fps support. External microphones can be used to capture enhanced audio, and images and movies can also be played back directly on compatible HD ready TV screens via HDMI and controlled using the TV remote – allowing you to share your footage instantly.

Canon EOS 60D – benefits at a glance:

- Capture exquisite detail with 18 Megapixels
- Easily take creative control with Basic +
- Shoot at unusual angles on the Vari-angle LCD
- Great in low light with DIGIC 4 processing
- Customize your images with creative filters
- Shoot movies your way with variable frame rates

- ENDS -

Editors only

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Reader enquiries

United Kingdom – 0844 369 0100 / www.canon.co.uk

Republic of Ireland – (01) 2052400 / www.canon.ie

For further information please contact the Canon Consumer Imaging Press Office:

anna_ghosh@cuk.canon.co.uk / 01737 220 322

estelle_sexton@cuk.canon.co.uk / 01737 220 343

diane_johnson@cuk.canon.co.uk / 01737 220 413

natasha_boyle@cuk.canon.co.uk / 01737 220 185

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.