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Canon launches world's fastest digital camera



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Amstelveen, The Netherlands, 22 February, 2007: Professional sports and wildlife photography demands speed, power and endurance. Canon's new flagship digital camera ticks all the right boxes and shatters some records along the way.

Designed from the ground up, the EOS-1D Mark III takes over from the EOS-1D Mark II N as the fastest digital camera on the market. When it comes to the split-second action of a match-winning goal or a wild animal in flight, this 10.1 Megapixel camera is quick enough to capture ten full size photos every second. Those extra shots can mean the difference between a great image and a missed opportunity. And with the power to shoot up to 110 images without pause, the chances of getting the perfect shot are even greater.

Dual "DIGIC III" image processors drive the camera's pack-leading performance. Canon's purpose-built chips work fast enough to process over 100 Megabytes of data per second.

Speed and image quality are just parts of the equation. Canon has spent the last 20 years working with photographers to refine the ultimate tool for the professional in the field. The camera's tough, magnesium alloy body is protected against dust and moisture – crucial for photographers on assignment in desert areas or extreme



weather conditions. The EOS Integrated Cleaning System keeps dust off the image sensor, reducing maintenance time. The 3.0" TFT LCD makes it easier for photographers to check images, and with Live View mode they can use it to compose shots too.

The EOS-1D Mark III is a digital SLR camera compatible with the EOS system of Canon EF lenses, Speedlite flash units and accessories.

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About Canon Consumer Imaging, Canon Europe

Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of photographic and imaging technology. Canon Inc. was founded in 1937 and has a heritage of nearly 70 years in optics research and development.

The Consumer Imaging division incorporates the following product groups: photo, video, inkjet and laser printers and multifunctional devices, projectors, scanners and fax machines.

Further information about Canon Europe is available at: www.canon-europe.com