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The world's fastest D-SLR – remastered

EOS-1D Mark III: The new benchmark



Hi-res versions of these and other images can be downloaded from <http://erc.canon-europe.com/>

Amstelveen, The Netherlands, 22 February, 2007: Canon today sets new standards for professional photography with the launch of the EOS-1D Mark III. Delivering 10 frames per second at 10.1 Megapixels for a maximum burst of 110 Large JPEG images (30 in RAW), the EOS-1D Mark III replaces the EOS-1D Mark II N as the world's fastest digital SLR. Dual "DIGIC III" processors drive the camera's high speed, high resolution performance, and bring 14-bit image processing to the EOS series for the first time.

A ground-up redesign introduces a host of new features and advancements to Canon's flagship EOS-1 series, including a 3.0" LCD with Live View mode, EOS Integrated Cleaning System, new auto focus system with 19 cross-type sensors, and 63-zone exposure metering. The camera's APS-H size (28.1 x 18.7 mm) CMOS sensor enables a wider 100-3200 ISO range as standard, expandable to L:50 and H:6400.

"The EOS-1D Mark III represents a complete reappraisal of everything Canon has learned over the past 20 years of EOS development," said Tsunemasa Ohara, Senior General Manager, Camera Development Center, Canon Inc. "In building this camera, we started with a blank canvas. Every facet of the photographic process has been refined, every design decision re-evaluated to bring us to this

point: a camera that combines familiar EOS ergonomics with a vastly enhanced specification. Our engineers are overjoyed with the result.”

Key features

- ♣ 10.1 Megapixel APS-H CMOS sensor
- ♣ 10 fps continuous shooting for up to 110 frames
- ♣ Dual “DIGIC III” processors
- ♣ New auto focus system with 19 cross type sensors
- ♣ EOS Integrated Cleaning System¹
- ♣ ISO 3200 (expandable to H:6400)
- ♣ 3.0” LCD with Live View mode
- ♣ Wider, brighter viewfinder
- ♣ Picture Style¹

The choice of professionals

The EOS-1D line has enjoyed massive popularity among the world’s leading sports, reportage and wildlife photographers, with international wire agencies AFP, Getty and Reuters choosing Canon for their photographers. “The people at Canon are great to work with because they listen to photographers. It’s their attention to detail and the pace of innovation that makes EOS the system of choice,” explained Stephen Munday, Director of Operations – Editorial, Getty Images.

Exceptional image quality

Canon’s dual “DIGIC III” processors deliver unprecedented levels of speed, responsiveness and image quality. Ready to shoot within 0.2 seconds of power on, the EOS-1D Mark III can capture and process over 100 Megapixels of image data per second, rapidly clearing the image buffer to allow up to 110 frames in one burst. Images are processed at 14 bits for a total colour depth of up to 16,384 tones per pixel, compared to 4,096 tones from 12 bit images.

The third generation CMOS sensor incorporates a new pixel design that works together with on-chip noise reduction circuitry to ensure high image quality at ISO 3200. The option to expand to H:6400 will benefit professionals working in news and sports locations where the use of flash is not permitted or desired.

Greater precision, more control

Canon has redesigned its auto focus system to include 19 cross-type sensors with sensitivity up to f/2.8, spread out across the AF area to better accommodate off-

¹ See *Technologies Explained*

centre subjects. An additional 26 AF assist points are used to aid AF tracking for improved accuracy.

Responding to professional photographer requests, a dedicated AF button on the back of the camera allows users to instantly switch auto focus on or off while keeping their eye on the viewfinder. The viewfinder is now brighter and offers a wider angle of view. The camera's new 63-zone metering system gives photographers greater level of control over exposure.

New LCD with Live View

The bright 3.0" LCD monitor provides 230K pixels resolution for precise framing and reviewing of shots. New to EOS, Live View mode enables photographers to frame without having to look through the viewfinder – particularly useful for shooting from awkward positions.

The menu system on the EOS-1D Mark III has been completely redesigned to take advantage of the LCD size – menus are easier to read and use. A choice of 57 custom functions gives photographers more options for customising camera settings to their daily working requirements. A new My Menu option allows photographers to store frequently used settings on a separate menu for faster access.

Settings for new accessories such as the Speedlite 580EX II and Wireless File Transmitter WFT-E2 – also released today – can be controlled directly from the LCD.

Total reliability

The EOS-1D Mark III incorporates a range of practical enhancements for the working photographer. Shutter durability has been increased by 50% to 300,000 cycles. The body is protected by a magnesium alloy casing with dust and moisture resistant seals. The EOS Integrated Cleaning System provides further reliability by reducing sensor dust, minimising the need for manual cleaning on assignment. To avoid corruption of captured images, a warning appears on the LCD and an alarm sounds if the memory card door is opened while images are still being written. Interfaces include video out (for display in both NTSC and PAL formats) and USB 2.0.

Compatibility and accessories

Canon is marking today's launch with the release of several additions to the professional EOS system:

- ♣ EF 16-35mm f/2.8L II USM – A fast, ultra wide-angle zoom lens delivering exceptional image quality throughout the aperture range.

- ♣ Speedlite 580EX II – An update of the Speedlite 580EX that offers weather resistance when attached to the EOS-1D Mark III.
- ♣ Wireless File Transmitter WFT-E2 – Smaller, lighter and more versatile than its predecessor, the WFT-E2 speeds up workflows by allowing photographers to transmit images wirelessly during the shoot.
- ♣ Original Data Security Kit OSK-E3 – Verifies the authenticity of images taken with the camera and supports image encryption for additional security.

Software

The EOS-1D Mark III is supplied with a comprehensive software suite² to help the photographer's workflow. This includes Digital Photo Professional (DPP), a powerful RAW converter that provides complete RAW image processing control. DPP integrates with camera's features such as the Dust Delete Data and Picture Style. The camera also comes with EOS Utility, ImageBrowser/Zoom Browser and Photostitch.

Canon Professional Services

Professional EOS photographers can benefit from Canon Professional Services (CPS). Free of charge to qualifying members, CPS provides support at major sporting and news events across Europe. The CPS website and newsletter keep photographers up to date with pro-oriented articles, resources and technical guides.

Membership requirements and further information is available at

<http://www.cps.canon-europe.com>

A technology paper providing further information on the EOS-1D Mark III is available at <http://www.canon-erc.com/gen/techpaper>.

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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, ink jet and laser printers and multifunctional devices, projectors, scanners and fax machines.

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

² See *Software*

Technologies Explained

CMOS

Canon's CMOS technology is one of the company's key competitive advantages, with noise reduction circuitry at each pixel site delivering virtually noise-free images. In comparison with CCD technology, the lower power consumption characteristics of Canon's CMOS sensors also contribute to longer battery life.

Signal conversion in Canon's CMOS sensors is handled by individual amplifiers at each pixel site. Unnecessary charge transfer operations are avoided, vastly speeding up the process of getting signal to the image processor. Noise generation is reduced, power consumption is limited and faster frame rate potential is increased.

EOS Integrated Cleaning System

The EOS Integrated Cleaning System combats sensor dust in three important ways: Reduce, Repel and Remove.

1. **Reduce** - Internal camera mechanisms are designed to minimise dust generation. The redesigned body cap prevents dust generation through wear on the cap itself.
2. **Repel** - Anti-static technologies are applied to the low-pass filter covering the front of the sensor so as not to attract dust.
3. **Remove** - A Self-Cleaning Sensor Unit uses hi-frequency vibrations to shake dust from the infrared filter for a period of approximately one second after each start up. For instant shooting after power up, this feature is disabled immediately the shutter release is depressed.

Canon has also developed an internal Dust Delete Data system, which can map the position of visible dust on the sensor. This can then be deleted automatically after the shoot with the latest Digital Photo Professional software.

Picture Style

Picture Style pre-sets simplify in-camera control over image qualities. Picture Style pre-sets can be likened to different film types – each one offering a different colour response. Within each selectable pre-set, photographers have control over sharpness, contrast, colour tone and saturation. The camera's factory default configuration is set to deliver immediately-usable JPEG images without need for

additional menu settings. Picture Style presets applied to a RAW image can be revised with Canon's Digital Photo Professional software.

The six pre-sets include:

- ♣ Standard – for crisp, vivid images that don't require post-processing
- ♣ Portrait – optimises colour tone and saturation and weakens sharpening to achieve attractive skin tones
- ♣ Landscape – for punchier greens and blues with stronger sharpening to give a crisp edge to mountain, tree and building outlines
- ♣ Neutral – ideal for post-processing
- ♣ Faithful – adjusts colour to match the subject colour when shot under a colour temperature of 5200K
- ♣ Monochrome – for black and white shooting with a range of filter effects (yellow, orange, red and green) and toning effects (sepia, blue, purple and green).

The User Defined Picture Style can be used to store up to three customised pre-sets, or any of the pre-sets available for download from Canon's web site at www.canon.co.jp/Imaging/picturestyle/file/index.html.

Software

Digital Photo Professional Software

Digital Photo Professional software provides high speed, high quality processing of lossless RAW images. Processing with Digital Photo Professional allows real-time display and immediate application of image adjustments, giving control over RAW image variables such as white balance, dynamic range, exposure compensation and colour tone. Images can be recorded in camera with sRGB or Adobe RGB colour space. Digital Photo Professional supports sRGB, Adobe RGB, ColorMatch RGB, Apple RGB and Wide Gamut RGB colour spaces.

ICC (International Colour Consortium) profiles can be attached to TIFF or JPEG images when converted from RAW. This allows faithful reproduction of colours in software applications that support ICC profiles, such as Adobe Photoshop. For improved efficiency, a set of image adjustments can be saved as a recipe and applied.

Improvements in the latest version of Digital Photo Professional include three times faster image previews, an enhanced Noise Reduction tool and simultaneous batch processing of TIFF and JPEG images.

EOS Utility

The latest version of EOS Utility provides essential support for remote shooting control, camera configuration, remote Live View support and configuration of the new Original Data Security Kit OSK-E3 and Wireless File Transmitter WFT-E2 accessories. EOS Utility can be configured to monitor 'hot' folders, automatically renaming and moving incoming images to a structured file system – ideal for Wi-Fi transfers, or for commercial and studio photographers who want to shoot direct to a computer.