

Press Release

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New Canon LEGRIA HD camcorder gives freedom to explore



LEGRIA HF21

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United Kingdom / Republic of Ireland, 19 August 2009: On a day out with family and friends you want the freedom to record every moment, confident that you won't miss a second. Canon's new **LEGRIA HF21** camcorder is sleek, stylish and packed with enough memory to capture every second of your day in perfect high-definition.

The LEGRIA HF21 with dual-flash memory delivers an enormous 64GB of internal memory, enough for over 24 hours of continuous recording. Capturing HD movies – perfect for playing on HDTVs – the LEGRIA HF21 is the ideal camera for recording the action and emotion of family life.

Whether filming at a party or capturing the scenery while trekking with friends, the LEGRIA HF21's flash memory is the most reliable method for recording your active life: faster, lighter and with longer battery life than camcorders with Hard Drives. In addition, the option to shoot straight to a high capacity SDHC memory card makes it even easier to share your movies and still photos with friends and family.

Powered by Canon's 3.3MP CMOS sensor, the LEGRIA HF21 delivers brilliant, sharp images in any conditions. New, easy-to-use features like Face Detection,

Video Snapshot, Dynamic OIS and low light shooting have been designed to produce the smoothest, clearest and most creative movies:

- **Dynamic Optical Image Stabilisation (OIS):** Reduces camera-shake up to ten-times more effectively when using wide zoom than previous models, steadying your shots to produce smooth footage when walking or jogging – great for making films of the kids while out-and-about
- **Enhanced Video Snapshot:** Record 4-second video clips with a single press of a button to capture the moment. Clips can easily be made into a movie and set to music on the camera – an easy way to put together your own movies without complicated editing on a PC. New for the LEGRIA HF21, 4-second snapshots can also be taken from previously recorded footage
- **Face Detection:** The LEGRIA HF21 can detect up to 35 faces in a frame and controls all the technical settings for you automatically to ensure your friends and family's faces always appear clearly in the video. You can even select a single face to track in crowded scenes
- **Low light shooting:** New modes for shooting at night and in low-light ensures you will capture every detail, regardless of the lighting conditions – perfect for filming at parties or evening events

Making the LEGRIA HF21 a truly 'go anywhere' camcorder is the new accessory WP-V1 waterproof case. Available separately, the lightweight (only 845g) and robust WP-V1 case will protect your LEGRIA HF21, HF20 or HF200 camcorder to depths of 40 metres in water or protect it from knocks and bumps on the ski slopes. The HF series camcorders even have a new mode for filming underwater to capture the colour and vibrancy of underwater wildlife when snorkelling or diving.

Availability

The LEGRIA HF21 is available from September 2009.

- ENDS -

Editors only

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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 1,700 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.