

Press Release

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Canon achieves trio of accolades at the esteemed EISA Awards 2010-2011



United Kingdom, Republic of Ireland: 15th August 2010 – Canon, a world leader in imaging solutions, has today been honoured with three product awards by the prestigious European Imaging and Sounds Association (EISA). The **Canon EOS 550D** has been awarded European Camera 2010-2011, the **Canon EOS 7D** has won European Advanced SLR Camera 2010-2011 and the **Canon LEGRIA HF M31** has been named European Family Camcorder 2010-2011.

The EISA awards are voted by an expert panel, comprising editors from more than 50 prominent magazines across 20 countries. The awards recognise the products that combine the most advanced technology, features and design with genuine value, and the 2010-2011 judging panel has heralded these Canon products as the best in their respective classes.

“We are committed to developing new and innovative products which empower people to take stories and share special moments with friends and family.” commented Steve Marshall, Product Marketing Director, Canon Consumer Imaging Group, Canon Europe. “The EISA awards are a powerful accolade and demonstrate Canon’s commitment to sharing passion for image with consumers and professionals alike.”

European Camera 2010-2011: Canon EOS 550D

The Canon EOS 550D redefines the boundaries of Canon’s consumer DSLR range, incorporating technologies and features more commonly found in semi-professional DSLRs into the compact, lightweight body favoured by consumers. With an 18 MP APS-C CMOS sensor, coupled with Canon’s advanced DIGIC 4 image processor and the

ability to shoot Full HD movies, photography enthusiasts are empowered to explore new levels of creativity.

Commenting on the Canon EOS 550D the EISA judging panel said: “Canon’s EOS 550D makes an excellent entry-level camera, as it offers a wide range of features in a well-designed and easy to use body. Full HD video recording is available with full manual control of exposure and of focusing, as well as still image modes for photographers of all skill levels. The camera has the same 18-million-pixel resolution as the high-end EOS 7D, and offers very similar image quality, but in a camera that is much more affordable. This is a well-specified camera packed with features that will help all types of photographer enjoy their hobby more.”

European Advanced SLR Camera 2010-2011: Canon EOS 7D

During extensive development, Canon went back to the drawing board, listening to photographers worldwide in order to design the EOS 7D to meet their specific needs. Incorporating a 18 MP APS-C CMOS sensor, the EOS 7D also features Dual DIGIC 4 processors to offer fast, high-quality performance in all light conditions, an ISO range expandable to 12,800 and continuous shooting at 8 frames per second – without the need for additional accessories.

Commenting on the Canon EOS 7D the EISA judging panel said: “Thanks to its new 19 cross-type AF points, its extremely high ISO settings and a burst mode that allows up to eight frames to be captured in one second, the Canon EOS 7D is the natural choice when it comes to photographing action and sport. The camera uses Canon’s powerful DIGIC 4 processor and an 18-million-pixel APS-C CMOS sensor, which combine to deliver high-quality still pictures and Full HD 1080p movie capture. Though moderately priced, the EOS 7D has a rugged magnesium alloy body shell, is environmentally sealed, and offers a bright, 1x magnification, 100% viewfinder.”

European Family Camcorder 2010-2011: Canon LEGRIA HF M31

The LEGRIA HF M31 forms part of the LEGRIA HF M series which combines premium Canon technology with advanced features and a highly intuitive Touch-screen LCD that offers greater control. Easy to use and comfortable to hold, it offers the ideal package for users looking for exceptional Full HD video in a compact body. The LEGRIA HF M series features a 3.3 Megapixel Full HD CMOS sensor, 18x Advanced Zoom, Canon HD Video Lens and DIGIC DV III processing technology. The LEGRIA HF M31 features Dual Flash Memory, combining 32GB of internal memory with an SDHC memory card slot.

Commenting on the Canon LEGRIA HF M31 the EISA judging panel said: “The perfect family camcorder should be easy to operate by each and everyone; from adult to child. The tiny Canon LEGRIA HF M31 manages this perfectly thanks to its superb touch-screen and low button count. But don’t get the wrong impression: despite its compact size, this is a fully featured HD camcorder with high-speed autofocus and even a microphone connector. The optical image stabilizer adds to the unexpected high level of performance, as does the possibility to record on 32GB flash memory or an external SD-Card.”

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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.