

# Press Release

## **The new EF 70-200mm f/2.8L IS II USM – Canon’s essential, high-quality, telephoto zoom lens for professionals**

**Republic of Ireland 5<sup>th</sup> January 2010** – Canon today adds to its acclaimed L-series with the launch of the new EF 70-200mm f/2.8L IS II USM telephoto zoom lens. This new lens launches as the successor to the immensely popular EF 70-200mm f/2.8L IS USM, offering improved performance in every area.

True to the L-series’ heritage, the EF 70-200mm f/2.8L IS II USM delivers optical excellence in the most challenging situations. As well as a revamp of the internal optical system, the lens has also been structurally re-developed as a direct result of user feedback, making it as robust and reliable as it is optically advanced.

“Reuters photographers have used the EF 70-200mm f/2.8L IS USM for a number of years and it allows photographers a great level of flexibility,” said Reuters Production Editor Kevin Coombs. “The focal length, fast aperture and Image Stabilizer all contribute to it being a workhorse lens and you’ll find it in many professional photographers’ camera bags. I’m very much looking forward to seeing the improvements offered by the EF 70-200mm f/2.8L IS II USM.”

### **Premium quality, premium performance**

The EF 70-200mm f/2.8L IS II USM features a re-designed optical system, consisting of 23 elements in 19 groups to deliver truly impressive results. A high-performance fluorite element is used at the heart of the lens path, coupled with no fewer than five ultra-low dispersion (UD) elements, drastically reducing chromatic aberration throughout the zoom range to produce high contrast images with edge-to-edge definition.

A high-speed Auto Focus (AF) system perfectly matches the abilities of the recently-launched EOS-1D Mark IV and EOS 7D Digital SLR (DSLR) cameras. The new model also features a ring-type USM AF motor, which combines with a new high-speed CPU and an optimised AF algorithm to make auto focusing both faster and quieter.

A reduced minimum focusing distance of 1.2 metres (3.9 ft) and improved 0.21x magnification will allow photographers to get closer to subjects without needing to swap lenses – greatly benefitting time-pressured news and events photographers who require flexibility. An updated Image Stabilizer mechanism also offers a shutter speed advantage equivalent to four-stops, reducing the effect of image blur resulting from camera shake in busy shooting environments.

### **Enhanced design, exceptional ease of use**

As well as an update to the internal construction, the EF 70-200mm f/2.8L IS II USM features an enhanced external appearance to improve lens operation. The thickness of protruding exterior parts and switches has been significantly reduced, guarding against accidental switching and creating an improved overall look. The rubber focusing grip has also been redesigned and widened; with finely-patterned grooves making it easier to manually focus.

Being an L-series lens, the EF 70-200mm f/2.8L IS II USM is fully weatherproof, making it ideal for use in all weather conditions. The mount, focus mode switch and focusing ring all feature a completely dust and drip-proof structure, preventing dust or water from getting inside the camera and lens when used with accompanying weatherproof EOS bodies. The lens has been designed to stand up to the daily wear and tear of professional usage, making it a highly durable, reliable lens for use day-to-day by professional photographers.

#### **High quality L-series accessories**

The EF 70-200mm f/2.8L IS II USM is supplied with several accessories, including the new ET-87 Lens Hood and the Ring-Type Tripod Collar B (W). A brand new Lens Case LZ1326 is also included as standard, offering quick and easy access when users need to switch lenses in time-pressured situations.

Compatibility with a range of optional Canon accessories also allows users to pair the EF 70-200mm f/2.8L IS II USM with the Lens Extender EF 1.4x II, Lens Extender EF 2x II, Extension Tube EF 12 II, Extension Tube EF 25 II, and 77mm filters.

#### **Pricing and Availability**

The EF 70-200mm f/2.8L IS II USM is available from the end of February 2010 priced at €3,199.99 RRP inc. VAT

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#### **About Canon (Ireland) Limited**

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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 Ireland is the Irish operation for the global company based in Tokyo, Japan. Canon products have been marketed in Ireland since 1978.

The main business focus for Canon (Ireland) 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.