

Press Release

The new LEGRIA FS300 series: imaging expertise with pick-up-and-shoot convenience

Republic of Ireland, 5th January 2010 – Canon today announces the launch of the new **LEGRIA FS300 series** – a collection of fun, lightweight, easy-to-use Standard Definition (SD) camcorders which feature Canon's renowned imaging technology and expertise.

The LEGRIA FS300 series combines image quality with intuitive and useful features to help even the most inexperienced camcorder user capture and share precious moments.

Small, powerful imaging

Canon's smallest and lightest digital camcorder range ever, each model in the LEGRIA FS300 series weighs just 225g. In spite of their small size, these models benefit from a number of advanced imaging features, including a genuine Canon Video Lens and DIGIC DV II processor, offering the highest possible video quality at an affordable price point.

Packed with features

In addition to powerful imaging technology, the LEGRIA FS300 series includes a variety of features designed to make shooting videos easy. Quick Start and Pre REC functions help ensure no crucial moment is ever missed, and a choice of 11 different shooting modes lets you capture the best possible footage, whatever the conditions.

For more creative, exciting shooting, Canon's unique Video Snapshot mode shoots four second clips at a time – just like a TV show – to create sequences which capture the action perfectly.

In order to reduce the effects of camera shake, especially at the far end of each model's

41x Advanced Zoom, a new Dynamic Image Stabilizer makes the image smoother and more enjoyable to watch.

Dual Shot mode makes shooting easier than ever before, taking control of camcorder settings to allow you to concentrate on what you're recording. For extra convenience, you can take still photos or video without having to switch modes.

In addition to capturing great-looking video, these new models also allow you to shoot for longer. One battery charge can provide up to three and a half hours of recording time, whilst Quick Charge mode provides up to a full hour of shooting from just 20 minutes of charge.

Multiple storage options, same Canon quality

For greater convenience and more flexibility, the LEGRIA FS series features Dual Flash Memory. In the **LEGRIA FS37** and **LEGRIA FS36**, 16GB or 8GB of internal flash memory is combined with a card slot supporting SDHC memory cards. One 32GB card allows users to record up to 20 hours of home movies.

The **LEGRIA FS306** includes an SDHC card slot without additional internal memory.

Accessories

The LEGRIA FS300 series is compatible with the stand-alone Canon DVD burner, the DW-100 – an ideal solution for archiving or sharing your movies.

Canon LEGRIA FS series – key features:

Genuine Canon Video Lens

41x Advanced Zoom (2000x digital zoom)

6.7cm (2.7") widescreen LCD

Dynamic Image Stabilizer

Intelligent lithium-ion battery system and Quick Charge

Dual Shot mode

Video Snapshot function

Pre REC

Quick Start

DIGIC DV II processor

Stereo audio recording

225g weight

SDHC memory card slot (supporting up to 32GB memory)

USB-out connector

Canon LEGRIA FS37 individual features

Dual Flash Memory: 16GB Flash + SDHC card slot

Canon LEGRIA FS36 individual features

Dual Flash Memory: 8GB Flash + SDHC card slot

Canon LEGRIA FS306 individual features

Memory: SDHC card slot

Availability:

The LEGRIA FS37 is available from March 2010.

The LEGRIA FS36 is available from March 2010.

The LEGRIA FS306 is available from March 2010.

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About Canon (Ireland) 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 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.