

Press Release

Ultimate image quality and enhanced creative control – Canon launches the new LEGRIA HF S series

Republic of Ireland, 5th January 2010 – Canon today announces the launch of the new **LEGRIA HF S series** – a set of premium, Full High Definition (HD) camcorders designed for cinematographers and amateur video enthusiasts.

Placing control of the image in the hands of the user, the LEGRIA HF S series offers a superb selection of features that deliver exceptional video quality. Each model combines Canon's superior imaging technology with a range of advanced manual controls, providing all the tools required to shoot outstanding HD movies.

Quality images meet advanced audio

LEGRIA HF S series camcorders provide the very best in HD image quality thanks to the Canon HD Camera System: an 8 Megapixel Full HD CMOS sensor, Canon HD Video Lens (10x optical zoom) and DIGIC DV III image processing. In addition, all models can record sharp, smooth, detailed AVCHD footage at up to 24Mbps – the highest data rate possible.

Steady shots at maximum zoom can be achieved thanks to a new Powered Optical Image Stabilizer (OIS). Activated manually, it works in tandem with Canon's existing Dynamic Optical Image Stabilizer system for additional shake reduction. LEGRIA HF S series models also feature a new six-blade hexagonal diaphragm, providing a more pleasant bokeh effect in video or stills where shallow depth of field is used.

Audio capabilities are a match for the outstanding video performance. Each model features an integrated Auto Microphone Attenuator, ensuring that audio is recorded at the optimum level during shooting, as well as offering the option of manual level control. Microphone and headphone jacks are included to complete the set of advanced audio features.

Touch screen and manual control – shoot the perfect movie

The new LEGRIA HF S series models are among the first LEGRIA camcorders to launch with new touch technology, featuring a 922,000-dot Touch-screen LCD measuring 8.8cm (3.5") – the largest screen size currently available (i).

Larger than any previous LEGRIA display, the screen also offers over four times more detail, four times greater contrast and, unlike many digital camcorders, presents 100% of the recorded image at all times. This combination makes shooting easier in every way, from composition to focusing.

New Touch Focus, Touch Exposure and Touch Tracking features allow users to quickly and simply control their shots. The unique gesture-based interface also provides sliding controls, offering an alternative way to manually adjust settings such as aperture, shutter speed or exposure.

A re-designed manual control dial, 0.69cm (0.27") EVF (**LEGRIA HF S21** only) and a remote control terminal – for adjustment of key functions such as focus and zoom – also combine with the new LCD screen to provide more control options than ever before.

Flick through menus with ease

As well as adding a new layer of control, the Touch-screen LCD also makes footage easy to find and review. Thumbnails of movies can be viewed simply by flicking from one page to the next, while the eye-catching 3D Flip View makes it easier to locate video clips among the largest libraries of content.

Easy for everyone

The LEGRIA HF S series offers a range of features for users who want the best quality but prefer to simply point and shoot. Smart Auto mode has been introduced to LEGRIA camcorders for the first time, using intelligent Scene Detection Technology to identify up to 31 scene types and adjust shooting settings accordingly. Video Snapshot mode allows users to be even more imaginative with their footage, shooting in two, four or eight second bursts and creating versatile clips that can easily be combined into a complete movie.

Pre REC mode lets users capture footage even before they choose to start shooting. An internal buffer captures the three seconds of footage prior to the record function being activated, so no action should ever be missed.

Share videos with ease

LEGRIA HF S series users can convert HD footage to Standard Definition (SD) MPEG2 files in-camcorder for instant sharing. An Easy Web Upload feature makes it simple to transfer videos to YouTube™, while users can also burn direct to DVD using the Canon DW-100 DVD Burner.

HDMI connectivity allows users to share existing clips with friends or family on any HD TV, or capture video directly using a compatible computer. Users can even connect a personal music player to add the soundtrack of their choice during playback.

Support for Eye-Fi connected functions (ii) means users can also upload their converted SD video clips direct from the camcorder to YouTube™ (or other supported websites) at a wireless hotspot - no computer is required (iii)

Flexible flash storage

The LEGRIA HF S series uses high capacity flash memory, with 64GB included in the LEGRIA HF S21 and 32GB in the **LEGRIA HF S20**. Both also feature two SDHC slots, offering up to 64GB of additional storage. The **LEGRIA HF S200** records solely to removable SDHC cards: two slots provide up to 64GB of flexible storage that users can add and remove as required.

A new Relay Recording function enables the camcorder to automatically switch between storage sources during recording without the need for user intervention.

Accessories

All LEGRIA HF S series models are compatible with a wide range of Canon LEGRIA accessories, including lens adaptors, batteries and Canon's new 5.1 channel surround sound microphone, the **SM-V1**.

Canon LEGRIA HF S series – key features:

8MP Canon Full HD CMOS
10x zoom Canon HD Video Lens
8.8cm (3.5") Touch-screen LCD (922k dots)
Advanced manual control, including control dial and custom key
DIGIC DV III Image Processor
24Mbps Full HD recording
Dynamic Optical Image Stabilizer with Powered Optical Image Stabilizer mode
Instant AF
Face Detection Technology
Smart Auto
Double SDHC card slot
Relay Recording
Integrated remote control terminal
Video Snapshot
HD-to-SD movie conversion
YouTube™ Ready
Eye-Fi connected functions
Auto Microphone Attenuator
Hexagonal diaphragm
25p Cinema Mode
Mini Accessory Shoe + extensive audio controls

Canon LEGRIA HF S21 individual features:
Dual Flash memory: 64GB Flash + double card slot
0.69cm (0.27") Colour EVF

Canon LEGRIA HF S20 individual features:
Dual Flash memory: 32GB Flash + double card slot

Canon LEGRIA HF S200 individual features:
Memory: double SDHC card slot

(i) AVCHD Full HD camcorders available at announcement of LEGRIA HF S series (5th January 2010)

(ii) This product is not guaranteed to support Eye-Fi card functions (including wireless transfer). In case of an issue with an Eye-Fi card, please check with the card manufacturer.

Also note that approval is required to use Eye-Fi cards in many countries or regions. Without approval, use of the card is not permitted. If it is unclear whether the card has been approved for use in the area, please check with the card manufacturer.

(iii) Eye-Fi Share Video card required for wireless upload of video content

Availability

The LEGRIA HF S21 is available from early April 2010.

The LEGRIA HF S20 is available from early April 2010.

The LEGRIA HF S200 is available from early April 2010.

– ENDS –

For further information please contact:

Piaras Kelly

A&R Edelman

01 6789333

086 8131691

pkelly@arpartners.com

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.