

# Press Release

## Canon expands LEGRIA range to offer more flash memory camcorders – in HD and SD

Republic of Ireland, 5<sup>th</sup> January 2010 – Canon today launches its expanded **LEGRIA** camcorder range, introducing four new series and offering more choice than ever before. Suitable for anyone – from enthusiasts, to those wanting an easy means of recording a family event, to budding social networkers – the LEGRIA series now offers a model with Canon’s signature image quality to suit all budgets.

The expanded LEGRIA range features three new High Definition (HD) series – the **LEGRIA HF S**, **LEGRIA HF M** and **LEGRIA HF R** series – and a new **LEGRIA FS300** standard definition (SD) series.

### Premium quality: Canon technology at the core

The entire LEGRIA range offers Canon’s hallmark quality. The LEGRIA HF S, LEGRIA HF M and LEGRIA HF R series feature Canon’s HD Camera System with an HD CMOS sensor, Canon HD Video Lens and DIGIC DV III image processing for the highest quality, pin-sharp video.

All new LEGRIA models also offer a variety of innovations, making it easy to capture and share home movies. Advanced, user-friendly features include Smart Auto, enhanced Video Snapshot and Pre REC Mode (i), allowing consumers to explore their creativity and capture the stories they want to remember forever.

Once captured, in-camcorder HD-to-SD conversion and a new Easy Web Upload function now make it easier than ever to share these movies on the internet or DVD (ii).

### The LEGRIA HF S series: advanced features for cinematographers

Sitting at the top of the LEGRIA HD range, the new LEGRIA HF S series offers an

unbeatable combination of advanced hardware and manual control options, allowing experienced users to explore their technical and creative vision.

With an 8MP, Full HD CMOS sensor and specially designed HD Video Lens, each model is able to deliver outstanding image quality. Key new features include a Powered Optical Image Stabilizer mode, large 8.8cm (3.5") Touch-screen LCD, Smart Auto mode and double SDHC card slots on all models. Advanced audio features, including an integrated Auto Microphone Attenuator, match the sophisticated imaging functions.

The new gesture-based Touch-screen LCD is the largest currently available (iii), with more than 4x more resolution and 4x higher contrast. A re-designed manual control dial, 0.69cm (0.27") electronic view finder (EVF) (**LEGRIA HF S21** only) and a remote control terminal also combine with the new LCD for greater control.

The LEGRIA HF S series is available from early April 2010.

### **The LEGRIA HF M series: outstanding image quality, compact design**

The LEGRIA HF M series offers the perfect package for those looking for a combination of compact design and excellent image quality. The Canon HD Camera System, including 3.3MP Full HD CMOS sensor, provides great-looking movies. Easy-to-use and comfortable to hold, the LEGRIA HF M series also offers a 6.8cm (2.7") Touch-screen LCD with an intuitive, gesture-based UI, plus advanced shooting functions such as Smart Auto.

All models are compatible with a range of Canon LEGRIA accessories, including lens adaptors, video lights, microphones and the new Canon **WP-V2** underwater case, which provides the facility to shoot under water at depths of up to 40 metres.

The LEGRIA HF M series is available from March 2010.

### **The LEGRIA HF R series: affordable HD quality**

The LEGRIA HF R series is a collection of stylish, lightweight Full HD camcorders that

make it easy to share video content with friends. Designed to offer a winning blend of high performance and value, each model features premium Canon imaging technology alongside a series of innovative, easy-to-use features such as Video Snapshot and Smart Auto. A light and compact design also means LEGRIA HF R series models are highly portable, offering the perfect solution for users looking to make the first step into the world of High Definition.

The LEGRIA HF R series is available from March 2010.

### **The LEGRIA FS series: getting the most out of Standard Definition**

Also launched today is the Canon LEGRIA FS300 series. Perfect for consumers who are looking for superior image quality but do not yet require HD footage, the LEGRIA FS300 series is a collection of high-quality standard definition camcorders that deliver great home movies. All models feature a range of advanced shooting features and technologies such as a Canon Video Lens, Video Snapshot, new Dynamic Image Stabilizer and Pre REC function. Quick Charge and long battery life enable users to really get the most out of their camcorder.

The LEGRIA FS range is available from March 2010.

i Available features may differ between series

ii HD models with internal memory only

iii AVCHD Full HD camcorders available at announcement of HF S series (5<sup>th</sup> January 2010)

– ENDS –

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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.