

# Media Alert

**Embargo: 2<sup>nd</sup> March 2010 (2am CET/ 1am GMT)**

## **Canon adds 24 and 25fps HD Movie recording to the EOS 5D Mark II with Firmware 2.0.3**

**London, 2<sup>nd</sup> March 2010** – Canon today pre-announces the release of a firmware update for the multiple award-winning EOS 5D Mark II. Originally announced in late 2009, the update adds 24<sup>1</sup> and 25 frames per second (fps) recording to the camera's EOS MOVIE video function, and will be available as a free download from the middle of March.

Developed following feedback from photographers and cinematographers, Firmware 2.0.3 further enhances the EOS 5D Mark II's excellent video performance. The addition of new frame rates expands the camera's video potential, providing filmmakers with the ability to shoot 1080p Full HD footage at 24fps (actual 23.976fps) – the optimum frame rate for cinematic video. 25fps support at both 1920x1080 and 640x480 resolutions will allow users to film at the frame rate required for the PAL broadcast standard, while the new firmware will also change the 30fps option to the NTSC video standard of 29.97fps.

A new histogram display for shooting movies in manual exposure, shutter-priority (Tv) and aperture-priority (Av) have been added, and exposure modes will also be available in movie mode. Improved audio functionality will allow users to set sound record levels manually using a sound-level meter displayed on the LCD screen. The audio sampling frequency has also been increased from 44.1KHz to 48KHz, providing the optimum audio signal typically required for professional or broadcast material.

With its full frame CMOS sensor and compatibility with Canon's wide range of premium lenses, the EOS 5D Mark II is already recognised for its outstanding HD video performance. Launched in September 2008, the camera immediately created a wide range of new possibilities for photographers and videographers, and the addition of new frame rates and manual audio levels extends those possibilities even further – allowing movie makers to shoot stunning movies to suit practically any creative purpose.

Extreme sports photographer Richard Walch was one of the first to be given the chance to use the newly updated EOS 5D Mark II to shoot the snowboarding movie “I Love My Friends”. Commenting on the EOS 5D Mark II’s video performance, Richard said: “The addition of the new frame rates opens up a whole new range of possibilities. If you’re a cinematographer, independent film maker or just enthusiastic about making your own movies, get out there and give it a try”.

“I Love My Friends” shot by Richard Walch on the EOS 5D Mark II with the new firmware includes a look behind the scenes video is available to view at

<http://www.canon-europe.com/eos5dmarkII>.

The firmware will be available to download from mid-March from the Canon website

<http://www.canon.com/eos-d/>

<sup>1</sup> Actual frame rate: 23.976fps

- ENDS -

Media enquiries, please contact:

Rebecca Ribbans

Canon Europe

t:+44 (0)20 8588 8139

e: [rebecca.ribbans@canon-europe.com](mailto:rebecca.ribbans@canon-europe.com)

## About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon’s tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers’ creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.



Canon believes that considering the interests of society and the environment is an integral part of good business practice. This is embodied in its corporate philosophy Kyosei - 'To live and work together for the common good'.

Further information about Canon Europe is available at:  
[www.canon-europe.com](http://www.canon-europe.com)

---