

Media Alert

EMBARGO: 20th October, 2009, 06:00 CET

Canon EOS 5D Mark II: Statement on Firmware Development

Canon today announces that it is currently developing a firmware update to the EOS 5D Mark II to enable the recording of high definition 1080p video at 24 and 25fps. The decision to develop new firmware to support these features has been taken following feedback received from cinematographers and photographers.

Introduced in September 2008, the multi award-winning EOS 5D Mark II was the first DSLR product to offer full frame 1080p HD video recording, opening up a multitude of new creative possibilities for photo journalists, news photographers and amateur filmmakers. Since then, Canon has continued to develop its groundbreaking EOS Movie functionality, firstly with the firmware update to the EOS 5D Mark II that enabled manual exposure control, and more recently by introducing a choice of video recording frame rates with the EOS 7D and EOS-1D Mark IV.

Canon currently expects the firmware update to be made available during the first half of 2010. An announcement regarding details of the update and its availability will be made closer to the release date.

- ENDS -

Editors only

For Canon product images please visit www.canon-europe.com/press_centre

Media enquiries, please contact:

Kate Cartwright

Canon Europe

t: +44 (0)20 8588 8777

e: Kate.Cartwright@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