

Media Alert

*****EMBARGOED UNTIL 27th May 2009 03:00 CET*****

Canon Enables Manual Exposure in Video on EOS 5D Mark II

LONDON, UK, 27th May 2009: Canon announced today it will release a firmware update for the EOS 5D Mark II allowing users to manually control exposure when shooting video. The new firmware will be available for download from 2 June 2009 on Canon Europe's support web site.

Following the launch of the EOS 5D Mark II in September 2008, Canon's Research and Development team has listened closely to customer feedback to develop additions to the camera's movie recording functionality.

Allowing EOS 5D Mark II owners to achieve even more stunning video results with the camera, the firmware update will include the following manual controls when shooting video:

- Full aperture selection
- ISO speed: Auto, 100 – 6400 and H1
- Shutter speed: 1/30th – 1/4000th second

The EOS 5D Mark II integrates full HD movie capability into a high-end 21.1 Megapixel camera; opening a multitude of new possibilities for photo-journalists and news photographers. Since its launch the camera has proved its appeal to professionals working in diverse fields, from studio and wedding to nature and travel. Now, following customer feedback, Canon has improved functionality for professional video users, further unleashing the potential of the EOS 5D Mark II for cinematographers and photographers alike.

- ENDS -



About Canon Europe

Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of imaging solutions for individuals and businesses.

The main business focus for Canon Europe is in two clearly defined markets: Business Solutions (developing IT products, solutions and services for the office and professional print environments) and Consumer Imaging (photo, video, printers, scanners, fax machines and multifunction devices).

Canon Europe also provides Industrial Products including broadcast lenses, semiconductor and medical equipment.

Canon Europe employs over 11,000 people across Europe, the Middle East and Africa (EMEA).

Further information about Canon Europe is available at: www.canon-europe.com