

# Press Release

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## **See everything through different eyes – Canon launches the EF 8-15mm f/4L Fisheye USM zoom lens**



**London, UK, 26 August 2010** – Canon today unveils the world's first fisheye zoom lens offering both circular and full frame images, thanks to an extreme wide-angle focal range of 8-15mm. Replacing the EF 15mm f/2.8 fisheye, the new **EF 8-15mm f/4L Fisheye USM** is the latest addition to Canon's L-series range of professional lenses, providing outstanding image quality, constant aperture throughout the zoom range and a robust design for reliable shooting in challenging weather conditions.

When paired with Canon's full-frame DSLR bodies, such as the EOS 5D Mark II or the EOS -1Ds Mark III, professional photographers can choose to capture circular or full-frame fisheye images, allowing them to view a scene in a completely new and unique way. This new level of choice provides enhanced creative flexibility when shooting scenes such as the night sky, where the full 180° horizontal and vertical fields of view (FOV) allow every detail to be captured with incredible clarity in one single image.

When used with EOS bodies featuring APS-C or APS-H sensors, the EF 8-15mm f/4L Fisheye USM produces a more traditional, full frame fisheye view. A

zoom-lock mechanism on the lens body allows the range to be limited to the focal length that ensures the best possible full-frame view without unsightly vignetting around the edge. 'C' and 'H' markings can be found next to the zoom operation ring, indicating the wide-angle zoom position where vignette-free shooting is possible with either sensor, allowing photographers to achieve optimum results with any EOS body.

### Advanced optics for professional imaging

The EF 8-15mm f/4L Fisheye USM showcases over 70 years of Canon's optical engineering heritage, boasting 14 lens elements in 11 different groups, including one aspherical and one Ultra-low Dispersion (UD) element to correct chromatic aberration and produce high-quality, high-contrast shots with excellent colour reproduction.

Ghosting and flare caused by strong light sources can be a particular challenge when shooting at such a wide angle, and, in order to counteract these artefacts, all lens elements have been covered with Canon's Super Spectra Coating. The inner surface of the front element also features Canon's SubWavelength Structure Coating (SWC), which uses tiny cone-like structures, shorter than the wavelength of visible light on the surface of the lens element, to gradually slow light down until it is at the same speed as it travels through glass, removing the risk of flare occurring before the light reaches the sensor.

To maintain optimum image quality, the front and rear lens elements also feature a Fluorine Coating which actively repels water, dust and dirt, making it easier to clean the lens and leaving it unobstructed by particles.

### Fast, accurate focusing and low light performance

The ultra-wide angle zoom of the EF 8-15mm f/4L Fisheye USM offers a fresh take on sporting action or architecture shots, while the constant f/4.0 aperture allows faster shutter speeds to be employed for natural-looking images in low light.

A ring-type ultrasonic motor (USM), provides quick and accurate focusing when shooting and enables a full-time manual focus functionality allowing photographers to adjust the focus of any shot, even when the AF system is activated, for even greater control over image capture and improved creative flexibility.

### Built for professional performance

The EF 8-15mm f/4L Fisheye USM features a high-grade physical design that reflects its elite performance. High resistance to both dust and water enables it to be used in a

range of challenging situations, and, when used with a professional EOS body, it allows continued shooting in the harshest weather conditions. The external design also features the new exterior texture, for a high quality look and feel indicative of all new L-series models.

#### High quality accessories

The EF 8-15mm f/4L Fisheye USM is supplied with a dedicated lens cap, lens pouch and a felt-lined lens hood EW-77 for use when using the zoom at the 15mm setting, preventing lens flare.

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#### 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:

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