

Press Release

EMBARGO: 1st September 2009, 0500 BST

Canon introduces the EOS 7D – innovative technologies and intuitive build define a new photographic experience



Hi-res versions of these and other images can be downloaded from

http://www.canon.co.uk/press_centre

United Kingdom / Republic of Ireland, 1 September 2009: Canon today unveils the EOS 7D digital SLR camera – a completely new design to meet the specific demands of photographers. Incorporating a new 18MP APS-C CMOS Sensor, developed by Canon, the EOS 7D also features: Dual “DIGIC 4” processors to offer fast, high-quality performance in all light conditions, an ISO range expandable to 12,800 and continuous shooting at 8 frames per second – without the need for additional accessories. Impressive technologies are matched by excellent build-quality designed with the photographer in mind – to create a whole new photographic experience.

During extensive development Canon went back to the drawing board, listening to photographers worldwide in order to design the EOS 7D to meet their specific needs. Commenting on the creation of the EOS 7D, Mr Uchidoi, Group Executive of Photo Products Group, Canon Inc. Japan said “We consulted over 5,000 photographers worldwide and asked them what they most wanted to see from a camera. Matching this insight with cutting-edge technology, we were able to develop a camera that truly gives photographers the versatile tool they require to experiment with their images.”

Accurate Images – High performance AF and metering systems

The EOS 7D features a 19-point cross-type AF sensor, enabling photographers to achieve accurate shots and optimise composition options. This improved AF system offers a range of manual and automatic settings including Zone and Spot AF to track

and capture subjects quickly and accurately. AF settings are highly customisable, allowing for rapid reaction to changes in the scene. Different AF points can be set for vertical or horizontal orientation, so photographers can automatically switch between landscape and portrait shots without touching a button.

The EOS 7D also incorporates a new metering system. The Focus Colour Luminance metering system (iFCL) intelligently measures focus, colour and luminance, across 63 zones. Complementing the 19 AF points, the dual layer sensor is able to gather information from each distinct zone to obtain a more accurate and consistent exposure.

Capture images exactly as you see them

The Canon EOS 7D features an Intelligent Viewfinder that offers photographers 100 per cent frame coverage. With 1.0x magnification¹ - a first for EOS - photographers see a large bright image that helps to fully immerse them within the shot. A transmissive LCD incorporated in the viewfinder allows photographers to choose between various overlay features - such as AF points, the spot metering circle and composition grid - providing a range of tools that help when framing a shot. The EOS 7D is also the first EOS to introduce a Dual-Axis Electronic Level - in the viewfinder and on the LCD - that indicates both pitch and roll angles. This feature is particularly useful when shooting landscapes to ensure a level horizon, or when used in conjunction with a Tilt and Shift lens to level the camera.

The camera features a new 3 inch Clear View II LCD screen with a solid structure screen, designed to combat glare by removing the air-gap between the LCD's protective cover and the liquid crystal. This new screen has a viewing angle of 160 degrees and is effective even in bright light. As with the EOS 5D Mark II, an ambient light sensor on the side of the screen can set brightness automatically depending on the environment.

Experiment creatively with light

The Canon EOS 7D is equipped with an Integrated Speedlite Transmitter. For the first time in an EOS, photographers can control external Speedlites with no additional accessories - ideal for those looking to experiment with creative lighting set-ups. The EOS 7D also features an extensively upgraded, built-in flash including manual control, and wider flash coverage to cover focal lengths as wide as 15mm.

¹ with 50mm lens at infinity, -1(1/m) dpt

Customise your individual camera experience

The EOS 7D has been conceived and designed with the photographer's needs in mind. The look and feel of the camera has been aesthetically and ergonomically crafted to offer photographers the very best interaction. To this end, the photographer can design their own experience – camera operations are customisable, allowing the user to assign frequently used functions and settings to convenient controls. This enables photographers to save time when shooting critical moments, by changing settings quickly.

Impressive Features, Impressive Images

The Canon EOS 7D is packed with new features:

- **18 MP APS-C CMOS Sensor**
Designed and manufactured by Canon, the sensor produces an outstanding image and offers fantastic performance at high and low conditions, thanks to a new photodiode and microlens construction.
- **8 fps image capture**
Enabled by the Dual “DIGIC 4” processors and improved electrical system, photographers can capture images at 8fps, without the need for additional accessories and in all file types.
- **ISO Range**
The EOS 7D enables photographers to capture subjects in their natural light. The ISO range (100 – 6,400) is expandable to 12,800.
- **EOS Movie**
With improved operation, making it easy to switch directly to movie mode, it is now even simpler to shoot Full HD video. Users can set exposure and frame rate – with options for 24 fps to create that cinematic feel.
- **Dual “DIGIC 4” processors**
By utilising Dual “DIGIC 4” processors, users of the EOS 7D never have to compromise between shooting speed, image quality and ISO performance.
- **Impressive Design**
Canon has listened to photographer feedback when designing the body, as

well as the internal technologies. A magnesium alloy body offers environmental protection – the tough, lightweight construction is designed to defend against moisture, and dust – equivalent to the legendary EOS-1N.

The camera is compatible with a wide range of accessories so it can easily be integrated with a photographer's workflow. The Wireless File Transmitter (WFT-E5) allows extensive camera control via a web browser – allowing photographers to control the camera using a web-enabled mobile device.

The EOS 7D is compatible with all EF and EF-S lenses as well as Canon EX Speedlites. The Canon EOS 7D can also be used with Battery BG-E7, and remote controllers and switches such as the remote Controller RC-1/RC-5.

Pricing & Availability

The EOS 7D is available from early October 2009 priced at £1699.99 / €1999.99 RRP inc. VAT.

- ENDS -

Editors only

For Canon product images please visit www.canon.co.uk/press_centre

Reader enquiries

United Kingdom – 0844 369 0100 / www.canon.co.uk

Republic of Ireland – (01) 2052400 / www.canon.ie

For further information please contact the Canon Consumer Imaging Press

Office:

anna_ghosh@cuk.canon.co.uk / 01737 220 322

estelle_sexton@cuk.canon.co.uk / 01737 220 343

diane_johnson@cuk.canon.co.uk / 01737 220 413

sarah_belfrage@cuk.canon.co.uk / 01737 220 185

About Canon (UK) 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 (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,700 people in various locations including Ireland.

The main business focus for Canon (UK) 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.