Press Release

Announcing today's widest angle long zoom HD field lens- the Canon DIGISUPER 95

London, UK, 7th September, 2011 - The new Canon DIGISUPER 95 (XJ95x8.6B) is the new generation super-telefoto lens that provides a range of imaging possibilities that conventional field lenses cannot match. Capitalising on Canon's mastery of advanced lens technology, the XJ95x combines the widest focal length (8.6mm) of any field lens in the industry with a 95x zoom range that's longer at the tele end. Through this extensive framing latitude, every dramatic on-site sensation can be captured – from the emotions of a capacity crowd to the triumphant smile of an individual goal scorer.

The imaging possibilities are not only greater – so too are optical performance and image stabilisation. This new lens provides superb picture sharpness across the 16:9 HD image plane and improves on Canon's already renowned image stabilisation performance.

The XJ95x's incomparable optical performance is based on Canon's 50 years of advanced R&D and extensive broadcast lens development experience. By utilising the company's proprietary large-diameter aspherical lens technology and exotic glass materials, the particular optical challenges of large focal-length ranges have been effectively countered. These include lateral chromatic aberration, monochromatic aberrations and geometric distortion.

Canon's now even more advanced Image Stabilization System comes standard in the XJ95x. Its improved optical shift-type stabiliser incorporates a sensor inside the lens that detects vibration. Compensating optics are then engaged at high speed to cancel out any effect on the image.

To counteract 'breathing' (a phenomenon that occurs when focusing, changing picture size/angle of view), the new lens includes CAFS (Constant Angle Focusing System). Through a 32-bit CPU, the zoom is calculated and controlled to give an almost zero zooming effect of focus.

As users have come to expect with Canon Broadcast lenses, the XJ95x provides excellent operability including outstanding tracking capability. Similar in size and weight to the XJ86x (W.250.6, H.255.5, L.610.0mm; 23.2kg), it is also ideal for panning and tilting.

Equipped as standard with a 20-pin lens interface, the lens is easily adapted to work with a wide range of existing virtual systems.

This new generation super-telefoto field lens comes from the market leader in the outside broadcasting lens industry. Whatever the major world class sporting event – football, athletics, swimming, tennis, skiing, skating or golf – and live concerts too, Canon field lens have always been there to shoot it. To put this in perspective, over the last 10 years, nearly 1500 Canon field lenses (higher than 50x zoom ratio) have been sold in Europe alone.

About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 116 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