

【For Immediate Release】

10 January, 2014

**Canon New CN-E35mm T1.5 L F
Single-Focal-Length EF Cinema Prime Lenses
For Cinema EOS System and EOS DSLR Camera Series
Exceptional 4K Resolution Performance for Spectacular Images**

Canon today announces the new 35mm Full-Frame CN-E35mm T1.5 L F single-focal-length EF Cinema prime lens. Featuring 4K (4,096 x 2,160 pixels) resolution and a range of advanced optical technologies, the new EF Cinema prime lens delivers spectacular image performance. The compact CN-E35mm T1.5 L F features a fixed focal length of 35mm, and is equipped with EF mount designed for use with Canon's Cinema EOS System and the full line-up of Canon's EOS DSLR Camera series*. Offering exceptional image performance, mobility and compatibility, the new EF Cinema prime lens empowers working professionals to open up more imaging possibilities with flexible and outstanding controls.

4K Resolution and Superior Optical Technologies for Exceptional Image Performance

The lens delivers 4K (4,096 x 2,160 pixels) optical performance and employs advanced optical elements like dispersion glass for effectively eliminating chromatic aberration and large-diameter aspherical lenses for reducing distortion to realize high resolution imaging throughout the frame. Built with a newly designed 11-blade aperture diaphragm, the lens can create soft and attractive blurring to meet the high demand of imaging brilliance.

Lightweight and Compact Design for Unrivaled Operational Flexibility

The lens features a compact design to allow maximized flexibility for professionals to shoot from different angles, resulting in more unique and spectacular filming. With focus and iris markings all engraved on the lens' angled surfaces that are easily visible from behind the camera, the lens supports convenient film-style operation. A focus rotation angle of approximately 300 degrees guarantees precise focusing performance.

EF Mount Designed for Canon's Cinema EOS System and EOS DSLR Camera Series*

The lens with EF mount works in perfection with Canon's Cinema EOS System cameras and Canon's full line-up of EOS DSLR Camera series*, including cameras using Super 35mm, Full-Frame, APS-H and APS-C sensors. This expands the lens's applicability to satisfy the needs for diverse professional applications. The lens also supports industry-standard manual and electronic focusing accessories and matte boxes, together with a unified front

* Support manual focus and manual aperture adjustment

* Support manual focus and manual aperture adjustment



Delighting You Always

CANON HONGKONG COMPANY LIMITED

Domestic Sales Office:
19/F., The Metropolis Tower, 10 Metropolis Drive,
Hung Hom, Kowloon, Hong Kong.
Telephone No. : (852) 2170 2828
Facsimile : (852) 2723 9684
website : www.canon.com.hk
shop-canon : www.shop-canon.com.hk

lens diameter and uniform gear positions that can eliminate the need to adjust or reposition accessory gear when switching lens, filmmaking efficiency is enhanced in all possible ways.

The Canon's new CN-E35mm T1.5 L F EF Cinema prime lens is now available in Hong Kong with suggested retail price of HK\$42,800.

CN-E35mm T1.5 L F EF Cinema prime lenses specification

		<u>CN-E35mm T1.5 L F</u>	
Lens Mount		Canon EF	
Focal Length		35mm	
Maximum T-stop		T 1.5	
Diaphragm Blade		11 pieces	
Angular Field of View	1.5:1	54.4° x 37.8°	
	36.0 x 24.0mm		
	1.78:1	38.7° x 22.3°	
	24.6 x 13.8mm		
Minimum Object Distance (MOD)		0.30m (from image sensor)	
Scene Object Distance from MOD	1.5:1	20.1 x 13.4cm	
	36.0 x 24.0mm		
	1.78:1	13.7 x 7.7cm	
	24.6 x 13.8mm		
Focus Angular Rotation		300°	
Zoom Angular Rotation		Ø 114.0mm	
Length		101.5mm	
Dimension		118.4 x 118.4 x 101.5mm	
Weight		1.1kg	



Delighting You Always

CANON HONGKONG COMPANY LIMITED

Domestic Sales Office:

19/F., The Metropolis Tower, 10 Metropolis Drive,
Hungghom, Kowloon, Hong Kong.

Telephone No. : (852) 2170 2828

Facsimile : (852) 2723 9684

website : www.canon.com.hk

shop-canon : www.shop-canon.com.hk

About Canon Hongkong Company Limited

Canon Inc. (TSE:7751 / NYSE:CAJ) was founded in 1937 in Japan. Its predecessor, Precision Optical Instruments Laboratory, produced Japan's first 35 mm focal-plane-shutter camera in 1934, called the Kwanon. Canon Inc. eventually expanded into the photocopying and printing industries, launching Japan's first plain-paper copier in 1970 and the world's first inkjet printer in 1985. With over 70 years of experience in imaging products manufacturing, Canon's global revenue currently stands at US\$45.7 billion (as of 31 December 2011). The extensive resources it devotes to research and development has made Canon one of the U.S. imaging industry's top technology patent-holders, and the only manufacturer across the globe to offer both input and output device solutions to the world's various imaging needs.

As one of the company's earliest offices in Asia, Canon Hongkong Co., Ltd. (CHK) was established in 1971. It is responsible for sales, marketing and services of all Canon product lines in Hong Kong SAR, Macau SAR, Taiwan, the Philippines and Mongolia, including its digital cameras, digital video camcorders, printers, copiers, scanners, projectors and other imaging merchandise. CHK adheres to Canon's corporate philosophy, kyosei, which in essence motivates the company with its staff to proactively strive for harmonious coexistence with other citizens through participation in various social, charitable and environmental activities. From year 2005, the Hong Kong Council of Social Service has awarded CHK the Caring Company Logo in recognizing CHK's continuous efforts contributed to the local community. Furthermore, CHK also endeavours to adopt internationally recognized management systems, having become certified in conformance with ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 in 2003, 2004 and 2005 respectively. CHK is certified to COPC-2000® CSP Standard in 2006.

Being a responsible manufacturer, Canon leads to be the first in global to set up its own Canon Toner Cartridge Recycle Factory located in Japan, China, U.S. and France since 1990 to make sure all collected toner cartridges are utilize as reused parts in new products. Up to 2010, Canon has reduced the use of new resources by 168,000 tons and CO² emissions by 402,000 tons. Likewise, CHK from 2009 has established Ink Cartridge Collection boxes placed in voluntary schools, shopping malls, commercial centers and commercial buildings to collect used cartridges for recycling purpose.

Canon Enquiries Hotline: **3191-2333**

Website: www.canon.com.hk

####

This press release is distributed by Canon Hongkong Company Limited - Domestic Sales Office.

This press release can be downloaded at

http://www.canon.com.hk/en/corporate/press_release/index.do