

[Immediate Release]

Aug 4, 2009

Price Reduction of EOS-1Ds Mark III and EOS-1D Mark III digital SLR cameras

Canon **EOS-1Ds Mark III** and **EOS-1D Mark III** professional digital SLR cameras have been well received by professional photographers and media since their debut. With effective from today, the price of **EOS-1Ds Mark III** and **EOS-1D Mark III** digital SLR cameras will be reduced, details are as follows:

EOS-1Ds Mark III – Flag Ship Professional Full Frame DSLR camera

Feature Highlights:

- 21.1-megapixel Full Frame CMOS sensor
- Dual “DIGIC III” Digital Image Processor enables 14-bit A/D conversion
- 5fps continuous shooting for up to 56 JPEG or 12 RAW images
- High speed Area AF with 19 high-precision, cross-type AF points and 26 Assist AF points
- 63-zone metering sensor
- Extra Large and Bright Viewfinder with 0.76x Magnification
- Bright 3.0-inch, LCD with wide viewing angle
- Live View Mode
- UDMA-compliant CF card compatible, enables high speed writing to cards
- EOS Integrated Cleaning System
- Durable rotary magnet shutter rated at 300,000 cycles
- 76 dust and water resistant seals
- Full magnesium alloy body construction



EOS-1Ds Mark III

EOS-1Ds Mark III Body

New Price: \$49,800

Original Price: ~~————~~ \$56,200

EOS-1D Mark III – World’s Fastest* DSLR camera

Feature Highlights:

- 10.1-megapixel APS-H size CMOS sensor
- Dual “DIGIC III” Digital Image Processor enables 14-bit A/D conversion
- 10 fps continuous shooting speed for up to 110 JPEG or 30 RAW images
- High speed Area AF with 19 high-precision, cross-type AF points and 26 Assist AF points
- 63-zone Metering Sensor



EOS-1D Mark III

* As of February, 2007



Delighting You Always

- Bright 3.0-inch, LCD with wide viewing angle
- Live view mode shooting
- EOS Integrated Cleaning System
- Durable rotary magnet shutter rated at 300,000 cycles, X-sync at 1/300s
- 76 dust and water resistant seals
- Full magnesium alloy body construction

EOS-1D Mark III Body

New Price: **\$27,900**

Original Price: ~~————~~ \$31,800

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\$44.9 billion (as of 31 December 2008). 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.

Established in 1971, Canon Hongkong Company Limited (CHK) is responsible for the sales, marketing and service of all Canon product lines in Hong Kong, 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 staff to proactively strive for harmonious coexistence with other citizens through participation in various social and charitable activities. Furthermore, CHK is proud to adopt internationally recognized management systems, having become certified in conformance with ISO 9001, ISO 14001 and OHSAS 18001 between 2003 and 2005. CHK was also COPC-2000® CSP Standard certified in 2006.

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Canon Enquiries Hotline: 3191-2333

Website: www.canon.com.hk

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