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Canon

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MEDIA RELEASE

Canon introduces the new PowerShot G7 X Mark II with DIGIC 7 processor to provide pure power in your pocket



Sydney, Australia, 18 February 2016 – Canon Australia today unveils the **PowerShot G7 X Mark II**, a powerhouse compact camera offering unprecedented levels of control and incredible image quality in every shot. Building on the acclaimed PowerShot G7 X, the PowerShot G7 X Mark II is the first camera to include Canon's new **DIGIC 7** processor. Coupled with a 1.0-type 20.1 megapixel CMOS sensor and 4.2x optical zoom lens, the camera is perfect for capturing photos and videos worthy of sharing, printing and displaying, without filters or extensive editing.

The PowerShot G7 X Mark II distils great camera performance into a compact body – it's been ergonomically designed to fit the aesthetic of the PowerShot G series, while offering intuitive handling and immediate access to the controls you need most. With Canon's precision optics, lightning speeds, full manual control and enhanced connectivity, the PowerShot G7 X Mark II is a refined camera for anyone looking to take control and shoot their own way.

PowerShot G7 X Mark II key features:

- Pocketable expert image quality in any light
- As good at capturing Full HD movies as stills
- Share your beautiful creations with the world
- Take control, simply
- Built for effortless creativity

Pure power with DIGIC 7

Canon's next generation DIGIC 7 adds substantially improved image processing power and enables super-fast AF speeds and 8 fps RAW continuous shooting, reducing noise and helping you capture the most fleeting of moments. For assured, responsive shooting, improved subject detection ensures the camera locks onto subjects even when saturation and contrast are low. The EOS-like Auto Lighting Optimizer also improves contrast by providing natural correction while maintaining balanced brightness and darkness.

Whether shooting landscapes at sunrise or a city at sunset, the camera offers improved low light performance. When combined with the bright f/1.8-2.8 lens, the 1.0 type CMOS sensor and DIGIC 7's new imaging capabilities provide greater flexibility to shoot in the trickiest conditions, even at full zoom.

When you're shooting on the go with no time to stand still, improved Optical Image Stabilizer with Dual Sensing IS technology significantly reduces camera shake and helps counter the impact of hand and body movement, for crisp handheld shots.

Take complete control and get creative

The PowerShot G7 X Mark II's Lens Control Ring gives you customisable access to the most important settings, with a dual function switching from step to smooth action, perfect for settings suited to incremental changes such as aperture, shutter speed and ISO, as well as more linear changes such as focus. For accurate focusing, MF Peaking immediately highlights what is in focus, visible in an instant on the tilt-up touch screen.

With 14-bit RAW shooting you can capture nuance in colour and portray stylistic flare as you shoot. For minimal post-editing, Pictures Style offers colour pre-sets that can be selected to suit your style, or the scene you're capturing. Picture Style profiles are customisable and can be used across the EOS DSLR range, letting you maintain the same look and feel in every shot, whatever you're shooting.

Movie making perfected

Budding movie directors can trust the PowerShot G7 X Mark II to capture Full HD movies with impressive clarity. Full manual control gives you access to every exposure setting, letting you compose and customise every shoot to suit your style. Capturing detail in movies is made simple thanks to the improved subject tracking of DIGIC 7, capturing everything, from shifting facial expressions to sudden movement. Canon's Dynamic Image Stabilisation works with Auto Level to correct camera shake over five axes automatically, ensuring scenes are steady and horizons straight, even when shooting on the move or at unusual angles. For capturing rapid action over a period of time, the camera includes Time-Lapse Movie mode, creating one of a kind, sped-up videos.

Shoot, share and stay connected

The camera's wide range of connectivity features are immediately accessible via the Wi-Fi Button, while Dynamic NFC lets you connect to smart devices with a tap, including the Canon [Connect Station CS100](#). Sharing and backing up to the cloud has never been easier, with Image Sync automatically backing-up files online. Your images can also be shared to [irista](#) from Canon, giving you more space to save your high quality photos, as well as create photo galleries that can be shared with friends across the world. When you're ready to share your photos, in-camera RAW processing allows you to choose the output format and apply edits on the go while also retaining the full resolution original.

Availability

The **PowerShot G7 X Mark II** will be available from May 2016. Prices will be set at dealer discretion.

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About Canon

[Canon](#) is the world's leading imaging brand that actively inspires with imaginative ideas that enable people to connect, communicate and achieve more than they thought possible through imaging solutions for business and consumers. Canon's Australian R&D company, [CiSRA](#), develops and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-five US patent recipients* for the past 29 years, and had global revenues of more than \$US37 billion in 2014. Canon Australia also operates [Canon Finance](#)

[Australia](#), which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit www.canon.com.au, www.facebook.com/canonaustralia, <http://instagram.com/canonaustralia>, www.twitter.com/canonaustralia, www.youtube.com/canonaustralia

* Based on weekly patent counts issued by the United States Patent and Trademark Office

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