



MEDIA RELEASE

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Highly-anticipated new Canon EOS 5D Mark III redefines the high-performance, full-frame DSLR camera category

Newly designed camera delivers top-class image quality and complete feature set for advanced amateurs and professionals seeking all-round performance excellence, agility and creative expression

Key features:

- **New** 22.3 megapixel full-frame CMOS sensor
- **New** DiGiC 5+ processor
- **New** 61-point High Density Reticular AF system
- Multiple Exposures – **an EOS first**
- Inbuilt HDR (High Dynamic Range) mode – **an EOS first**
- ISO 100-25600 (with expansion of L:50,H:51200/102400) enabling sharper images in a broader range of lighting conditions, especially in low light
- Intelligent viewfinder with 100% coverage

Sydney, 2 March, 2012: Canon Australia has today unveiled the latest addition to its market-defining EOS range: the Canon EOS 5D Mark III. A revolutionary step in the high-performance DSLR camera category, the Mark III is the latest in Canon's 5D line-up, joining the range above the EOS 5D Mark II.

The highly anticipated EOS 5D Mark III builds on Canon's market-leading position in the DSLR camera market.¹ Featuring a 22.3-megapixel full-frame CMOS sensor and DiGiC 5+ image processor with a new 61-point High Density Reticular AF system and enhanced full HD movie capability, the camera takes Canon's 5D range to its highest quality ever, enabling high-level enthusiasts and professional photographers alike to take their photography to the next level.

"The EOS 5D Mark III sets a new benchmark in the high-performance DSLR camera category," said Chris Macleod, Canon EOS Brand Manager. "Built with uncompromised quality, it brings new innovations to an already sublime feature set, anticipating the needs of both high-level enthusiasts and professionals looking for a camera that has the speed, control, and agility to capture everything from landscapes and moving wildlife to portraits and weddings. Its added ability to shoot full



HD movies makes it a truly indispensable photographic tool to take your photography to the next level.

Top-class image quality

The EOS 5D Mark III incorporates Canon's full-frame CMOS sensor that delivers image output of unparalleled quality, but now with an increased megapixel count of 22.3. Understanding that image quality goes beyond a simple pixel count, Canon engineers have achieved a balance between resolution and low noise.

The sensor incorporates a photo diode with excellent photoelectric conversion efficiency, together with a gapless micro lens, greatly improving light receiving efficiency.

Image quality is further enhanced by the new-generation DiG!C 5+ image processor. An advanced new algorithm has been developed that more effectively removes noise, improving results when shooting at high ISO settings.

The processing speed is approximately 1.3 times faster than before, delivering improved performance, excellent image quality and more advanced image processing capabilities. The standard ISO range has been expanded by two stops to a standard range of 100 to 25600, delivering a camera that is ideal for capturing everything from outdoor night scenes and portraits to fast-moving action, all with very low noise.

The camera offers Full HD EOS Movie which also makes use of the heightened quality of the sensor and image processor, delivering footage with reduced colour artefacts and moiré.

Uncompromising specifications

Canon understands the varying demands of advanced photographers and has incorporated a high-precision, super multi-point AF system that delivers superior results under a wide variety of shooting conditions. The EOS 5D Mark III's new 61-point reticular AF system, includes up to 41 cross-type focus points.² Extra points have been positioned to the left and right of the centre frame, giving photographers greater and more precise, accuracy and compositional freedom.

The EOS 5D Mark III offers up to approximately 6.0 frames-per-second continuous shooting speed, with a release time of approximately 0.59ms providing users with the ability to shoot anything from fast-moving action to candid portraits.

The EOS 5D Mark III's comprehensive range of features and technologies are housed in a sturdy magnesium-alloy body, providing a balance between reduced weight and superior protection. Dust and water resistance have been improved through the addition of water-resistant seals around buttons, dials and strap hooks. The camera's shutter is rated at approximately 150,000 cycles, ensuring reliable performance over time.

Rounding out the body is an intelligent viewfinder offering approximately 100% coverage. This is achieved through the pursuit of easy viewing using a 0.71x magnification and a 21mm eye point, to naturally reflect the view of the naked eye.



Innovation that expands photographic possibilities

To support the desire of many photographers to push the boundaries of their technique and experience the joy of full creative photographic expression, Canon has introduced a range of new features that allow exploration of new techniques.

The EOS 5D Mark III incorporates a new High Dynamic Range (HDR) mode to enable greater creative expression. The camera captures three images of a single scene at different exposures and then merges them automatically to create a single HDR image. Four additional, in-camera special picture effects (Art Standard, Art Vivid, Art Bold and Art Embossed) allow even greater creative freedom.



Art Embossed



Art Bold

For photographers looking for even more creative expression, the EOS 5D Mark III also offers two multiple exposure modes: function/control priority for composed multi-exposure images and continuous shooting priority mode for multiple exposures of a moving subject. This is the first time such a feature has been available in an EOS camera, enabling photographers to combine between two and nine images in a single image in continuous shooting mode or four in function/control priority mode.



Multiple Exposures



To accompany the launch of the EOS 5D Mark III, Canon has released a range of accessories that further enhance the camera's capabilities and open up even more opportunities for photographers, especially for those on the move.

The BG-E11 Battery Grip has been designed for enhanced capability and comfort, enabling high performance when shooting horizontally and vertically. Capable of housing 2 x LP-E6 and 6 x AA batteries, the BG-E11 has the addition of the multi-controller and M-Fn button for easy and quick operation. The new Speedlite 600EX-RT, successor to the Speedlite 580EX II, is the first Canon Speedlite to offer wireless radio transmission. It also features a shorter recycle time and a wide 20mm

to 200mm zoom range. Also available is the WFT-E7 Wireless File Transmitter that supports high-speed communication over 802.11a/b/g and n networks; and it can also be connected to high-speed wired Ethernet networks.

Finally, and essential to the gear bag of any professional photographer, is the introduction of the compact GPS receiver for EOS, the GP-E2, enabling photographers to record shooting location and orientation³. The GP-E2's high sensitivity, precision and stable operation makes it one of the most reliable units in the segment and supports various modes of use and applications.

Availability

The EOS 5D Mark III will be available through Canon dealers from late March 2012 and will be available in the following kits:

- Body Only
- Premium Kit, containing the EF 24-105mm f/4L IS USM lens
- Pro Kit, containing the EF 24-70mm f/2.8L II USM lens
- Speedlite 600EX-RT
- WFT-E7
- GP-E2, GPS receiver

For more information customers can contact Canon on 1800 021 167, or visit the website at canon.com.au

Related links

- Learn more about [Canon EOS digital SLR cameras](#)
- Learn about [Canon Professional Photography](#)
- Enter [World of EOS](#) – a world of inspiration that comes with every Canon EOS camera

¹ GfK Retail and Technology Australia, Digital Still Cameras – DSLR, Retail Sales Units at 56% and Value at 54%, for 2011 (excludes Internet sales and online channels)

² Number of available cross points remains dependant on the lens being used with the EOS 5D Mark III.

³ This is only the second GPS Canon has released for EOS after the GP-E1 which was released with the EOS-1D X.

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-four US patent recipients* for the past 20 years, and had global revenues of around \$US46 billion in 2011. 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, 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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