

## **MEDIA RELEASE**

# **Free Your Creativity - with the new EOS 77D and EOS 800D**

**Sydney, Australia, 15 February 2017** – Canon today introduces two new DSLR cameras to the EOS family – the **EOS 77D** and **EOS 800D**. Combining leading imaging technologies, including a 24.2 megapixel APS-C CMOS sensor and DIGIC 7 processor, both cameras also feature guided interfaces making them ideal for first time DSLR shooters.

Alongside the cameras, Canon welcomes the **EF-S 18-55mm f/4-5.6 IS STM** – the smallest [1] non-retractable DSLR kit lens of its focal range – as well as the **Remote Controller BR-E1**, perfect for remote capture with no line of sight up to 5m away.

### **EOS 77D – key benefits**

- Learn to use different shooting modes with new the visually guided interfaces
- Instinctive controls - see your settings at a glance via the top panel LCD
- Whether shooting movies or still photos, Dual Pixel CMOS Auto Focus will help you capture exceptional detail and smooth motion
- For shooting hand-held movies, 5-axis digital image stabilizer prevents camera shake
- Pinpoint the exact subject to focus on with 45-point all Cross Type autofocus
- Stay connected with Bluetooth® wireless control, allowing you to easily share with smart devices

### **EOS 800D – key benefits**

- Learn to use different shooting modes with new the visually guided interfaces
- Whether shooting movies or still photos, Dual Pixel CMOS Auto Focus will help you capture exceptional detail and smooth motion
- For shooting hand-held movies, 5-axis digital image stabilizer prevents camera shake
- Pinpoint the exact subject to focus on with 45-point all Cross Type autofocus
- Stay connected with Bluetooth® wireless control, allowing you to easily share with smart devices

### **EF-S 18-55mm f/4-5.6 IS STM – key benefits**

- Versatile 18-55mm zoom range
- 61.8mm long and weighs just 215g
- 4-stop Image Stabilizer
- STM autofocus
- Excellent image quality

### **Remote Controller BR-E1 – key benefits**

- Bluetooth® connectivity
- 5m range from all directions
- Easy-to-find controls
- Capture images and movies
- Focus and zoom controls

### **DSLR photography made simple**

If you're unfamiliar with camera vocabulary the new DSLR's guided interface will help you learn as you shoot. With easy-to-understand displays, the images onscreen will guide you on the different shooting effects. Portrait photography is easy with 'blurry' vs 'non-blurry' graphics displayed when the camera dial is in AV mode. Or capture moving subjects with ease by following the 'flowing' vs 'frozen' runner when in TV mode.

## Quality, detail and speed

With the same sensor technology found in the iconic EOS 80D and Canon's latest processor – DIGIC 7 – both cameras capture scenes in impressive quality, while being fast enough to ensure a crystal clear image. Boasting the world's fastest auto focus using Live View mode<sup>[2]</sup> at an astonishing 0.33 seconds, the cameras deliver pin-sharp precision, and with the ability to shoot at six frames a second, capturing fast moving subjects with ease.

For low light shots from sunrise to sunset, the cameras let you shoot up to ISO 25,600 – extendable to 51,200. For some shots, detail is everything, and with 45 cross-type AF points the cameras focus quickly, tracking moving objects accurately. Both cameras also include 7560-pixel RGB-IR metering to detect fine details such as skin tone and offer accurate exposure.

To help make the camera your own, the EOS 77D offers full control, with dual control wheels to adjust settings like aperture and shutter speed. The same LCD panel as found in high-end models is included on the top of the camera body, allowing you to easily see your settings at a glance.

Whether it's safari, sport or sunny scenes on the beach, Dual Pixel CMOS Auto Focus tracks subjects as they move. You can capture an exceptional level of detail and smooth motion in movies as well as stills, catching fast moving subjects in Full HD 60p and HDR Movie Shooting. For shooting movies on the go, 5-axis digital image stabilizer prevents camera shake when shooting hand-held movies.

## Stay connected with Bluetooth®

For a constant connection, Bluetooth® lets you turn browse your photos without having to take the camera from your bag, or operate it remotely via a smart device or the new Remote Controller BR-E1.

## Extend your photography range

The new EF-S 18-55mm f/4-5.6 IS STM kit lens is an ideal lens to get started with and complements an all-rounder DSLR with the capability to shoot a wide range of pictures, from landscape to portraits. The smallest in its class, the lens is packed with a 4-stop Image Stabilizer for steady low-light or full zoom shots, 7 blade circular aperture for pleasing background blur in portraits. For video scenes Servo AF with near-silent STM is perfect for focusing without distracting noise.

## Availability

The **EOS 77D, EOS 800D, EF-S 18-55mm f/4-5.6 IS STM** and **Remote Controller BR-E1** will be available from end of March 2017. Prices will be set at dealer discretion.

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

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<sup>[1]</sup> Amongst non-retractable 18-55mm kit lenses for DSLRs, as of Feb 2017 according to Canon research

<sup>[2]</sup> Amongst interchangeable-lens digital cameras with APS-C sized sensors as of February 2017, based on Canon research. Measured using CIPA-compliant guidelines, and internal measurement method with an EF-S 18-55 mm f/4-5.6 IS STM lens mounted, one-shot AF and Live View modes in use

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<sup>[i]</sup> Amongst non-retractable 18-55mm kit lenses for DSLRs, as of Feb 2017 according to Canon research