

## Canon unleashes its best ever PowerShot G series camera – the landmark PowerShot G1 X Mark III



**Sydney, Australia, 16 October 2017** – Canon today announces the latest addition to its PowerShot G range, the flagship **PowerShot G1 X Mark III**. Replacing the G1 X Mark II, it's a killer combination of Canon's EOS DSLR image quality with the handling and compact size of a PowerShot. With a new, precision, 3x optical lens, an APS-C sensor and Canon's premium DIGIC 7 processor, this camera is versatile enough to be used for high-quality street photography, all the way up to documentary-style storytelling.

### **Superb image quality, rapid speed**

Perfect for today's enthusiast photographer seeking DSLR quality in a compact form, this camera's small size makes it ideal for subtly capturing boundless moments whilst on the move. Leveraging an exceptional sensor, similar to the one seen in the EOS 80D, and with capabilities to shoot in an ISO range of 100 to 25,600, it can flexibly capture quality images in a range of conditions. From high contrast scenes, such as indoor environments where detail, clarity and low image noise are critical, to low contrast scenarios, such as a foggy day, the PowerShot G1 X Mark III can always deliver a superb image. The DIGIC 7 processor provides premium image quality straight from the camera, with a reduced need to edit thanks to Auto Lighting Optimiser and Diffraction Correction, which featured in the EOS-1D X Mark II.

Whether you're shooting portraits or macro close-ups, the built in 3x zoom lens boasts a versatile 24 – 72 mm (35 mm equiv.) focal range and a close-focusing distance of just 10cm, so you can cover an impressive range of photography genres with a single lens. A shallow depth of field is created via the APS-C sensor combined with a large f/2.8 – 5.6 aperture. The PowerShot G1 X Mark III's lens has been meticulously designed and can reduce potentially unwanted image artefacts that can ruin shots, such as glare. The lens' 9-bladed aperture can also render pleasing background blur and circular 'bokeh', minimising busy backgrounds and adding impact to your subject.

With the first inclusion of Dual Pixel CMOS AF in a Canon compact camera, you can focus rapidly on impromptu moments. The 4-stop Image Stabilisation (IS) adapts and steadies the camera in any active shooting environment, such as a carnival or in the crowd at a music festival, and provides additional confidence when shooting in low light. The Dual Pixel CMOS AF delivers precise and rapid focus in just 0.09 seconds, giving the level of responsiveness, speed and confidence needed for capturing a spontaneous shot at a moment's notice.

### **Beautiful handling and stable shooting**

This camera not only feels good to use, but its features enable a familiar DSLR level of instinctiveness and control, alongside the ability to customise it for your own use. The PowerShot G1 X Mark III comprises a central, built-in Electronic Viewfinder (EVF), which has been optimised to deliver a high-resolution view via a 2.36 million dot Organic EL display. Whether an action shot or a family portrait, with Touch and Drag Auto Focus (AF) you can take control of the shot by

intuitively setting an AF point, providing you with the ultimate confidence to comfortably capture a sharp image.

Compact and lightweight, at just 399 grams, the PowerShot G1 X Mark III is 14.8 mm thinner and approximately 16 per cent smaller than the G1X Mark II, which is superb for saving space in your luggage whilst travelling, or as a tiny addition to your kit bag. Those familiar with Canon's EOS cameras will love the PowerShot G1 X Mark III's operation and control features.

For the more adventurous photographer, the PowerShot G1 X Mark III features weather sealing for durable performance in challenging conditions<sup>[i]</sup> and as an increased level of protection against dust and moisture. It is Canon's only digital camera with an APS-C sensor that can be paired with an optional waterproof casing<sup>[ii]</sup>, to enable the PowerShot G1 X Mark III to be used underwater up to a depth of 40m (130 feet).

### **Expanded creative options, advanced connectivity**

The PowerShot G1 X Mark III supports the hassle-free capture of Full HD 60p movies in MP4 with smooth, stable filming underpinned by 5-axis Advanced Dynamic IS and Dual Pixel CMOS AF. Dynamic IS corrects and steadies video footage when shooting on the move, whilst Dual Pixel CMOS AF enables the creation of cinematic 'focus pulls'. While featuring the familiar time-lapse movie function, for the first time in a Canon compact camera the PowerShot G1 X Mark III also includes a panoramic mode. With the simple push of a button, and horizontal or vertical movement of the camera, you can effortlessly capture amazing, high-quality panoramic images with the greatest detail.

You can enjoy extended shooting time, thanks to the PowerShot G1 X Mark III's Eco Mode, which enables the battery to last up to 25 per cent longer. Alternatively, you can conveniently recharge the camera on the go through the USB port's smartphone charger or USB compatible battery packs.

The PowerShot G1 X Mark III is packed with a range of connectivity features, such as Wi-Fi and Dynamic NFC, to easily connect with compatible smart devices through a single tap. The camera can even be woken from standby remotely through a Bluetooth<sup>®</sup><sup>[iii]</sup> enabled smartphone, which acts as a low-powered Bluetooth<sup>®</sup><sup>[iv]</sup> remote. Full manual control, via Wi-Fi, offers a live preview of an image on your smart device, which is perfect for monitoring and capturing wildlife, without disruption.

### **Availability**

The **PowerShot G1 X Mark III** will be available from late November 2017. Prices will be set at dealer discretion.

<sup>[i]</sup> To maximize the camera's dust- and drip- resistance, keep the terminal cover, memory card/battery cover, and all other covers firmly closed. This camera is designed to be dust- and drip- resistant, in order to help prevent sand, dust, dirt, or water that falls on it unexpectedly from getting inside, but it is impossible to prevent dirt, dust, water, or salt from getting inside at all

<sup>[ii]</sup> Waterproof Case WP-DC56

<sup>[iii]</sup> The Bluetooth<sup>®</sup> word mark and logos are registered trademarks owned by the Bluetooth SIG, Inc. and any use of such marks by Canon Inc. is under license. Other trademarks and trade names are those of their respective owners. Requires smart device to be equipped with Bluetooth version 4.0 (or later). Also requires smart device to be using operating system iOS 8.4 (or later) or Android 5.0 (or later)

<sup>[iv]</sup> Always-on connection between smart device and camera via Bluetooth<sup>®</sup> requires initial set up with Canon Camera Connect app. Stability of the Bluetooth<sup>®</sup> connection depends on model of smart device and other environmental factors. The Bluetooth<sup>®</sup> word mark and logos are registered trademarks owned by the Bluetooth<sup>®</sup> SIG, Inc. and any use of such marks by Canon Inc. is under license. Other trademarks and trade names are those of their respective owners. Compatible smart device requires Bluetooth<sup>®</sup> version 4 (or later) and running iOS 8.4 (or later) or Android 5.0 (or later) with latest Canon Camera Connect app installed (available from Apple App Store or Google Play store)