

Canon's New Cinema EOS System EOS C700/EOS C700 GS PL Enables Wide-Dynamic Range 4K Video Recording



EOS C700

Shown with CN-E35mm T1.5 L F lens

(The EOS C700 GS PL is almost identical in appearance to the EOS C700)

Phnom Penh, 02 September 2016 – Canon today announced a new addition to the Company's Cinema EOS System lineup of professional digital cinematography products with the introduction of the top-of-the-line EOS C700, which makes 4K imaging with a wide dynamic range attainable. The EOS C700 will also have a variant which incorporates a global shutter¹ available in Positive Lock (PL) mount: the EOS C700 GS PL.

Enhanced design and excellent 4K imaging

Canon's new EOS C700/EOS C700 GS PL is the first Cinema EOS System camera to support anamorphic lenses², making it possible for the confirmation of images with the 2.39:1 aspect ratio typical of cinema productions. Moreover, enabling Full HD high-frame-rate recording at a maximum of 240fps (crop³), the camera enables smooth playback, even when slowed down, empowering the freedom in creative visual expression.

The EOS C700/EOS C700 GS PL features a design as the top-of-the-range model in the Cinema EOS System digital cinema camera lineup. Designed with a customisable modular body, it provides users greater freedom for on-location image acquisition to meet a widerange of professional needs for production such as movies, TV dramas, commercials and documentaries.

The high calculation-processing power of the EOS C700/EOS C700 GS PL's Super 35 mm-equivalent CMOS sensor and image-processing platform enables 4K imaging with an extensive dynamic range. In addition to the XF-AVC⁴ recording format, the camera will also include support for Apple ProRes, a video-compression format developed by Apple Inc. Topping it off, when equipped with the CDX-36150 recorder, developed by Codex, the camera can capture 120 frame-per-second (fps) at a maximum resolution of 4K⁵.

Compatibility with huge selection of lenses and professional-use displays

The EOS C700 features a rolling shutter and an EF lens mount for compatibility with Canon's diverse lineup of interchangeable EF lenses. On the other hand, the EOS C700 GS PL features a global shutter, which exposes all of the sensor's pixels simultaneously for distortion-free capture of subjects in motion, and incorporates a PL lens mount for use with industry-standard PL lenses. Conversion between an EF

mount and a PL mount⁶, and between a rolling-shutter CMOS sensor and a global-shutter CMOS sensor is possible to suit different production needs.

Equipped with Canon's proprietary Log Gammas – Canon Log 3, Canon Log 2 and Canon Log – the EOS C700/EOS C700 GS PL is able to capture the 15-stop maximum wide dynamic range necessary for HDR⁷ (High Dynamic Range) content creation. Accompanied by the use of any of the Canon 4K professional-use displays, DP-V2420, DP-V2410 or DP-V1710, users can confirm SMPTE ST 2084⁸ standards on location while shooting.

Pricing and availability

The EOS C700 and EOS C700 GS PL will go on sale in December 2016 and January 2017, respectively. Prices are available upon request.

¹ A press release detailing the functions of the global shutter was issued on August 29, 2016.

² A lens that enables shooting with landscape-orientation compression and makes possible a characteristic blur effect.

³ A shooting function that creates a pseudo-telephoto effect using a portion of the sensor area.

⁴ Canon's proprietary video format that efficiently compresses video data.

⁵ 4.5K RAW recording will also be supported following a firmware update (to be released at the end of March 2017).

⁶ Conversions will incur a fee and will be handled by Canon service centres.

⁷ High Dynamic Range refers to a technique that enhances the contrast between light and dark values (the dynamic range) of an image.

⁸ The wide dynamic range imaging standard recommended by the Society of Motion Picture & Television Engineers.

About Canon Singapore Pte. Ltd.

Canon is a global leader in photographic and digital imaging solutions. Canon Singapore Pte. Ltd. is the headquarters for South & Southeast Asia driving sales, marketing and service strategies. Besides handling the domestic market, the company leads 18 other countries including subsidiaries in India, Malaysia, Thailand and Vietnam. The parent company Canon Inc. has a global network of close to 300 companies and employs close to 200,000 people worldwide. It is dedicated to the advancement in technology and innovation and commits more than 8% of its total revenue each year to R&D. Canon is consistently one of the top few companies to earn the most number of patents over the last 20 years. As a Fortune Global 500 company, Canon is guided by its *kyosei* philosophy that focuses on living and working together for the common good.

About i-Qlick Marketing Co., Ltd.

i-Qlick Marketing Co., Ltd. is Canon's authorized agent in Cambodia for various Canon consumer products, namely Canon Digital Still Camera, Canon Digital Single Lens Reflex Camera, Canon Camera Accessories, Canon Digital Video Camcorders & Equipment, Canon Laser B/W Printers, Color Printers, Canon Inkjet (Bubble jet) Printers, Canon Scanners, Canon Projectors and Canon Original Inks & Media. i-Qlick is the Canon Authorized Service Centre for these Canon products. All products, except consumables, purchased from i-Qlick come with a 12+3 extended month warranty when register online. i-Qlick also runs the Canon Imaging Academy (a photography school) and Q-Studio (Canon's professional photography studio). i-Qlick Canon Showroom is located on No. 146, Preah Sihanouk Boulevard, Phnom Penh, staff by a team of dedicated i-Qlick sales executives.

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