

Press Release

EMBARGO: 2nd February, 2010, 05:00 CET

Canon adopts MPEG-2 Full HD (4:2:2) file-based recording codec for upcoming professional video camcorder

New Canon MPEG-2 Codec chosen for file-based professional video camcorder promises compatibility with industry-standard editing & processing software

London, February 2, 2010 - Canon Inc. today announces the adoption of an MPEG-2 Full HD (4:2:2) file-based recording codec for a new professional video camcorder currently under development. The Canon MPEG-2 codec will enable high-quality imaging and audio performance with up to 50 Mbps data recording and twice the colour data of HDV¹ profile formats. File-based recording helps video operations realise greater efficiencies during post-production processing, making it an ideal format for many industry applications such as news gathering, documentary filmmaking and event videography.

- **MPEG-2 Full HD compression and 4:2:2 colour sampling**

The adoption of MPEG-2 Full HD (MPEG-2 4:2:2 HP@HL compliant) compression enables the recording of 1,920 x 1,080-pixel full high-definition video. Additionally, compared with the 4:2:0 profile format used in HDV and other standards, 4:2:2 colour sampling offers twice the volume of colour data, providing double the level of colour resolution.

- **Maximum 50 Mbps data recording**

With approximately twice the total data volume of HDV, the codec supports higher resolution and increased colour data to enable the recording of high-quality video.

¹ HDV is a standard for the recording and playback of high definition (1,440 x 1,080 pixels) video and audio on DV-format cassette tapes

- **Industry-standard MXF² file format**

MXF (Material eXchange Format) is a widely supported open source file format for the recording of video, audio and metadata, developed to suit the latest editing systems used by broadcasters.

Canon partners with major editing and processing software

With the adoption of the MPEG-2 Full HD (4:2:2) file-based recording codec, Canon is working in cooperation with Adobe Systems Incorporated, Apple Inc., Avid Technology, Inc. and Grass Valley to ensure compatibility with major editing and processing software programs widely used within the video imaging industry. Additionally, at future industry events Canon intends to demonstrate the overall video-production workflow, from initial video capture to clip-trimming and final editing. Video clips stored in a file-based recording system and industry-standard software applications will be used.

-ENDS-

Notes to editor

Advantages of File-Based Recording

File-based recording enables video and audio data to be managed and stored by file, much in the same way as computer data. It supports efficiency throughout the production process, from initial video capture to final editing through the entire workflow. Additionally, file-based recording provides users with the flexibility to utilise different editing environments and workflow solutions without the restrictions associated with some other video recording formats, helping to reduce investment costs.

Media enquiries, please contact:

Becky Ribbans

Canon Europe

t: +44 (0)20 8588 8139

e: Rebecca.Ribbans@canon-europe.com

² A format for professional digital video and audio media defined by the Society of Motion Picture and Television Engineers (SMPTE)



About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon's tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers' creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice. This is embodied in its corporate philosophy Kyosei - 'To live and work together for the common good'.

Further information about Canon Europe is available at:

www.canon-europe.com