Beat: Technology

Canon upgrades the keystone of a photographer s kit bag

The popular 70-200mm L-series lens

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USPA NEWS - Canon Middle East has today announced an upgrade to two of its most loved and well-regarded L-series lenses, with the launch of the EF 70-200mm f/4L IS II USM and EF 70-200mm f/2.8L IS III USM. The 70-200mm lens has been instrumental for professional, semi-professional and photography enthusiasts for many years, thanks to the ability to easily change image composition by switching from standard to telephoto. This adaptability means both lenses can capture a wide range of subjects, from portraits to wildlife, reaffirming the pivotal role the 70-200mm lens plays in a photographer´s kit bag.

Commenting on the launch of the L-series lenses, Binoj Nair, Senior Manager ““ B2C Marketing & Direct Sales, Canon Middle East said: “As a world-leader in imaging solutions, our mission is to empower storytellers in the region by launching innovative products that fit their ever-evolving needs, while staying committed to delivering best quality and performance that take customers imaging experience to an untouched potential. With the launch of the latest L-series lenses, we are redefining the art of photography providing photographers with unbeatable performance, versatility and durability.“

Built on the high standards of its predecessor, the EF 70-200mm f/4L IS II USM possesses the superior build, durability, and ergonomic design that Canon´s breadth of lenses are renowned for. Weighing just 780g, the EF 70-200mm f/4L IS II USM is great for those on the move. Whether shooting on a beach, or at a wedding, this lens is guaranteed to deliver stunningly crisp images in a range of environments. The Fluorine Coating reduces dirt and water drops clinging to the lens, and Super Spectra coatings eliminate ghosting and flare. The EF 70-200mm f/4L IS II USM´s fluorite lens elements are capable of correcting colour aberrations, guaranteeing high resolution and high contrast images. This excellent and reliable image quality is invaluable in reducing time spent on post-production.

The EF 70-200mm f/4L IS II USM´s f/4 constant aperture provides consistent exposure in a range of varying lighting scenarios. The nine blades on the EF 70-200mm f/4L IS II USM 's circular aperture create a pleasing bokeh effect, blurring the background and helping to accentuate the subject. The EF 70-200mm f/4L IS II USM comprises a new Image Stabilizer unit, based on the design of Canon´s EF 100-400mm f/4.5-5.6L IS II USM, which delivers the equivalent effect of a shutter five-stops faster, compared to the previous lens' three-stops . This is beneficial for any shooting scenario where the camera may be jostled, such as at film premieres, or shooting wildlife on safari.

The EF 70-200mm f/4L IS II USM uses a combination of a Ring USM and a new third generation EF engine, which features a new high-performance control CPU and newly developed firmware, to drive greater speed and accuracy in achieving high-speed autofocus. The silent functioning autofocus can also be tweaked manually and allows a close focusing distance of 1m, compared to the 1.2m on its predecessor. These features make the EF 70-200mm f/4L IS II USM perfect for unobtrusive and precise shooting, characteristics required to successfully capture street photography.

High-performance, versatile and durable ““ the EF 70-200mm f/2.8L IS III USM
The EF 70-200mm f/2.8L IS III USM replaces Canon´s flagship 70-200mm lens, enhancing the experiences of photographers using this industry leading lens. It has been designed with high-performance and robustness at its heart, ideal for a photographer who requires a high-quality telephoto lens for accurate detail. Built to meet the demands of professionals, the EF 70-200mm f/2.8L IS III USM´s protective seals make it an obvious choice for challenging conditions. Resistant to both moisture and dust, the EF 70-200mm f/2.8L IS III USM also comprises fluorine-coated front and rear elements, which are easy to clean. With the functionality photographers love, updates to the EF 70-200mm f/2.8L IS III USM´s durability means it is excellent for shooting high-quality travel photography.

With its wide f/2.8 maximum aperture and eight-bladed circular diaphragm, the EF 70-200mm f/2.8L IS III USM opens up a world of creative options. It enables the photographer to emphasise pin-sharp subjects against a silky smooth, out-of-focus background. Thanks to its first-class fluorite and UD optics, the EF 70-200mm f/2.8L IS III USM delivers high contrast and excellent resolution. When using this lens, a photographer can be confident that they can achieve the perfect shot. Shooting in low light is also no problem

for the EF 70-200mm f/2.8L IS III USM, thanks to its fast f/2.8 maximum aperture, which is constant throughout the zoom range and lets in twice as much light as an f/4 lens.

Camera shake isn´t something users of the EF 70-200mm f/2.8L IS III USM should be concerned about as a 3.5-stop Image Stabilizer compensates any blur caused by movement. A ring-type USM motor offers silent autofocus at outstanding speeds, and manual adjustments can be made at any time with a simple twist of the focus ring. These features make the EF 70-200mm f/2.8L IS III USM an exceptional lens for perfectly, and quietly, capturing animals in their natural habitat.

EF 7-200mm f/4L IS II USM - Key Features
“¢ Versatile 70-200m zoom range
“¢ Constant f/4 max aperture
“¢ Ring-type USM focusing
“¢ 5-stop Image Stabilizer
“¢ Highly portable, weighs just 780g

EF 70-200mm f/2.8L IS III USM - Key Features
“¢ Versatile 70-200mm zoom range
“¢ Constant f/2.8 max aperture
“¢ Ring-type USM focusing
“¢ 3.5-stop Image Stabilizer
“¢ Tough, weather-proof construction

About Canon Middle East
Canon Middle East, a subsidiary of Canon Europe, is the operational headquarters for Canon in the Middle East and North Africa and is based in Dubai, UAE.

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 realize 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 Middle East is available at: www.canon-me.com

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