

MEDIA RELEASE

Canon's new EOS 1D Mark IV sets the benchmark for professional digital SLR cameras

The world's first professional DSLR camera to offer FULL HD movie recording delivers performance to meet any challenge.



Key features:

- World's fastest AF continuous shooting performance at 10 fps (up to 120 shots in a single burst)
- World's first professional DSLR to feature FULL High Definition movie recording
- 16.1MP Canon APS-H size CMOS sensor
- ISO speed range 100-12800 (expandable to L:50; H1: 25600; H2: 51200; H3: 102400)
- Dual DiGiC 4 image processing
- Live View shooting (AF mode: Quick, Live, Live Face Detection)
- 3-inch, fine detail Clear View II LCD screen (920,000 dots, VGA)
- New 45-point area Auto Focus (AF) system

Sydney, 20 October 2009: Professional photographers worldwide will today be celebrating the launch of Canon's latest high-performance digital SLR camera, the EOS 1D Mark IV. The new Canon EOS is the first high-end professional DSLR that can record FULL High Definition (HD) movies in addition to stills.

The EOS 1D Mark IV supersedes the EOS 1D Mark III and boasts extreme high performance, shooting at speeds of 10 fps; increased ISO capabilities to an incredible range of 100-12800 (expandable to 50-102400); and an all new Auto Focus system. A 16.1 megapixel Canon APS-H CMOS sensor and Dual DiGiC 4 image processing combine to deliver outstanding image quality with fine detail, low noise and brilliant reproduction of colour and tones.

"The EOS 1D Mark IV is packed with new developments including world-first features that will see this camera deliver performance to meet any challenge faced by professional photographers," says Cathy Hattersley, Brand Manager – EOS Professional, Canon Australia. "Canon EOS re-establishes the pro DSLR benchmark, combining speed, quality and durability with features such as low-noise, high ISO sensitivity and FULL High Definition video recording to cater to all pro requirements from press and sports reporting to studio work."

Ultimate Image Quality

A high-sensitivity action camera for low-light situations, the EOS 1D Mark IV boasts a standard ISO range of 100-12800, expandable to an incredible 50-102400, allowing photographers to capture sharper images in lower light environments than ever before. Precise, low-noise images can be achieved using the low ISO speeds – a must for professionals producing large, detailed images within the studio environment.

Coupled with a new 45-point AF system that ensures images will always be crisp and clear, this is the perfect solution for sports photographers trying to get that winning shot at night-time sports matches.

The all new AF system features 45-point area AF with 39 cross-type points and sensitivity to f/2.8. An easy-to-use advanced AF point registration function ensures that AF points can be changed quickly when the camera's orientation is changed. The AI servo AF has also improved tracking for slow-moving subjects during macro photography. These features combined with other new AF advancements allow every photo opportunity to be captured.

Intuitive features such as Auto Lighting Optimiser and Peripheral Illumination correction ensure that photographers continue to capture high-quality shots even while experimenting with new shooting situations and styles.

Increased flexibility with FULL High Definition recording

In response to professional demand for greater flexibility, the EOS 1D Mark IV features FULL HD movie recording. In any shooting mode, users can capture still photos and movies in FULL HD quality or standard TV quality (VGA), making this the ideal camera for professional photographers who need to efficiently capture stills and movies without compromising on quality.

Thanks to the ultra-high ISO speed of the CMOS sensor, movie shooting in low-light situations, while often difficult for a dedicated camcorder, can now be achieved with the EOS 1D Mark IV.

Also featuring Live View shooting with Auto Focus capabilities, the new camera allows professionals to preview images in real time on the 3-inch, fine detail Clear View II LCD screen with 920,000 dots for greater flexibility and creative composition. The DSLR also features live Face Detection mode in Live View shooting. By distinguishing human faces in each shot and adjusting the focus and exposure accordingly, Live Face Detection allows photographers to ensure their subjects are captured clearly and accurately.

Extreme High Performance

The Dual DiGIC 4 image processing incorporated in the EOS 1D Mark IV allows it to achieve the world's fastest AF continuous shooting performance at 10 fps. The camera has the ability to capture up to 120 shots in a single continuous burst, so the perfect shot will never be missed.

This coupled with DiGIC 4's high-speed rendering of fine detail and natural colour reproduction satisfies professional demands for exceptional image quality and responsiveness in any shooting situation.

Built for the toughest environments

The EOS 1D Mark IV features a water and dust-resistant magnesium alloy body and the EOS integrated cleaning system.

Water and dust-resistant measures are incorporated at 76 points throughout the camera and the shutter durability is 300,000 cycles. The EOS integrated cleaning system reduces dust on the sensor, giving greater peace of mind when on assignment.

The feel of operation has also improved since the 1D Mark III with improvements to the shape and stroke of the buttons.

Pricing and Availability

The EOS 1D Mark IV (RRP TBC) is available through Canon retailers from December. For more information, customers can contact Canon on 1800 021 167, or visit the website at www.canon.com.au

Related Links

- Learn more about [Canon's EOS range](#)

-ENDS-

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