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【For Immediate Release】

6th October, 2016

**Canon New EF 16-35mm f/2.8L III USM**  
**Professional Full-Frame Large Aperture Ultra Wide-Angle Zoom Lens**  
**Uniting Unparalleled Optics and Professional Operability to Support the**  
**Demands of Ultra High-Resolution Imaging**

Canon today proudly announces the sales start of the new EF 16-35mm f/2.8L III USM professional full-frame large aperture ultra wide-angle lens. Being the successor to the esteemed EF 16-35mm f/2.8L II USM which was vastly popular and highly regarded among professional photographers and photography enthusiasts, the new lens is imbued with advanced optical technologies including an extensive use of special optical lens elements and anti-reflective coatings, improved lens structure and a f/2.8 large aperture for brilliant brightness to accommodate various shooting conditions, bringing image quality, lens performance and durability to new heights. When used on ultra high-resolution full-frame cameras, EF 16-35mm f/2.8L III USM can unleash the shooting power to its fullest, promising stunning, breathtaking ultra wide-angle shots for various topics such as landscape, architecture and astrophotography.

**Superior Optics Bringing High Resolving Power with Exceptional Sharpness and Detail to Meet the Demands of Ultra High-Resolution Imaging**

Infused with Canon's superior optical technologies, EF 16-35mm f/2.8L III USM professional full-frame large aperture ultra wide-angle zoom lens offers high resolving power with exceptional sharpness and detail to meet the demands of the latest ultra high-resolution EOS DSLR cameras. The lens' 16mm ultra wide-end offers 108° ultra wide angle of view for easy creation of breathtaking result when shooting sweeping landscape and cityscape, while its f/2.8 large aperture allows greater flexibility to shoot in low-light conditions and facilitates the capture of spectacular astronomy photos in the dark.

The lens features a newly developed 16 elements in 11 groups optical design, with the use of 3 aspherical lenses and 2 Ultra-low Dispersion (UD) lenses to optimize image quality for wide-angle lens from multiple aspects, realizing drastic improvement in image quality than its predecessor. The use of 2 large-diameter Glass-molded

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(GMO) double-surface aspherical lens elements and 1 ground aspherical lens reduce distortion, curvature of field and astigmatism significantly, achieving excellent image quality from center to periphery throughout the zoom range even at maximum aperture. Furthermore, 2 UD lenses are featured to minimize chromatic aberration of magnification and color blur, resulting in superior images with high levels of resolution and contrast.



Even at maximum aperture of  $f/2.8$ , the stained glass window and brick wall on the periphery show high level of sharpness, detail and minimum distortion. The magnificence of the church is perfectly reproduced.

Benefited from the lens' high-resolution and high-contrast imaging performance, splendid city nightscape with sharp and crisp architecture can be captured effortlessly.

In addition, in order to reduce ghosting and flare that easily occur around the periphery of lens elements with a large curvature in ultra wide-angle lenses, EF 16-35mm  $f/2.8L$  III USM incorporates SWC (Subwavelength Structure Coating) which exhibits excellent anti-reflective effects for light with a high angle of incidence on its first lens element, and ASC (Air Sphere Coating) which has excellent anti-reflective effects particularly with respect to incident light that enters vertically on its second lens element. The result is significant suppression of ghosting and flare in backlit environment at a level not possible with ordinary coating.

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Previous Generation  
(EF 16-35mm f/2.8L II USM)



New Generation  
(EF 16-35mm f/2.8L III USM)



By incorporating both ASC and SWC coatings which exhibit excellent anti-reflective effects, ghosting and flare are significantly reduced.

### **Fast and Accurate AF, Exceptional Performance and Professional Operability for Responsive Shooting**

EF 16-35mm f/2.8L III USM adopts an inner focusing design with ring-type USM that supports low-speed driving to provide high-speed, silent and smooth AF during photo and video shooting, facilitating responsive shooting for moments not to be missed. Stunning image results are ensured by featuring a 9-blade circular aperture for beautiful out-of-focus effect and lens coatings optimized for digital cameras that ensure excellent color balance. With 0.28m minimum focusing distance and 0.25x maximum magnification (at 35mm), coupled with the lens' f/2.8 large aperture which is capable of creating impressive shallow depth-of-field effect unique to ultra wide-angle shots when shooting close-up, foreground subject can be emphasized through the lens' exaggerated perspective and intricate details revealed in exceptional clarity.

### **Improved Lens Durability and Reliability for Shooting in Adverse Outdoor Environment**

To cope with the demands of professional users, EF 16-35mm f/2.8L III USM features an improved lens structure that brings higher zoom durability, shock and vibration resistance to the lens barrel. In addition, a fluorine coating is applied to the foremost and rearmost lens surfaces to minimize the amount of dust, dirt and fingerprints adhering to the lens, making cleaning easier for superior image quality. The lens also



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features dust and water resistance design<sup>1</sup> to enable shooting even under adverse weather conditions, making it the perfect and reliable gear for photographers to conquer the tough outdoor environment.

The new Canon EF 16-35mm f/2.8L III USM professional full-frame large aperture ultra wide-angle zoom lens with new petal-type Lens Hood EW-88D and Lens Case LP1222 is now available for sale in Hong Kong and the suggested retail price is HK\$17,980.

Accessories for EF 16-35mm f/2.8L III USM and respective suggested retail prices are as follows:

<b>Model</b>	<b>Suggested Retail Price</b>
82mm Protect Filter	HK\$750
82mm Circular Polarizing Filter PL-C B	HK\$1,780
Lens Hood EW-88D	HK\$400
Lens Cap E-82 II	HK\$75
Lens Dust Cap E	HK\$20
Extension Tube EF 12 II	HK\$590
Extension Tube EF 25 II	HK\$1,200
Lens Case LP1222	HK\$200

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<sup>1</sup> Requires optional Canon 82mm Protect Filter and use with EOS-1D Series or EOS-1V body, however it is not recommended for use under rain



The Canon logo is displayed in a bold, red, sans-serif font.

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### **About Canon Hongkong Company Limited**

Canon Inc. (TSE:7751 / NYSE:CAJ) was founded in 1937 in Japan. Its predecessor, Precision Optical Instruments Laboratory, produced Japan's first 35 mm focal-plane-shutter camera "Kwanon" in 1934. Canon Inc. eventually expanded into the photocopying and printing industries, launching Japan's first plain-paper copier NP-1100 in 1970 and the world's first inkjet printer BJ-80 in 1985. Through the years, Canon Inc. has acquired in-depth experience in digital imaging product manufacturing, and research and development. It is a leader in the development of innovative products and holds the most technology patents in the imaging industry. Canon Inc. also makes a significant contribution to the promotion of photography. Today, Canon Inc. has a strong global presence and is one of the most important market players in the imaging, office and industrial product categories. As of 31 December 2015, Canon's global revenue was US\$31.4 billion.

One of the company's first offices in Asia, Canon Hongkong Co., Ltd. (CHK) was established in 1971. It is responsible for the sales, marketing and after-sales services for all Canon product lines in Hong Kong SAR, Macau SAR, Taiwan, the Philippines and Mongolia. CHK adheres to Canon's corporate philosophy of "kyosei", which encourages the company and its staff to participate in social, charitable and environmental activities in the community. CHK implements internationally-recognized management systems and has achieved ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 certification. For more information about Canon Hongkong, please visit our website: [www.canon.com.hk](http://www.canon.com.hk).

