



~ For Immediate Release ~

Lemac Joins with Canon for Cinema EOS Dealership

Brisbane - 27th January, 2012 - Lemac Film and Digital are pleased to announce that they have become an official dealer for the new exciting range of Canon Cinema EOS products, including the standard EOS range of cameras and lenses.

Sue Greenshields, Managing Director of Lemac, said "We are excited to be a first partner with Canon in their move into the digital cinematography market. Lemac has always led the way with the introduction of new camera technology to both the motion picture and broadcast rentals and sales markets. We are pleased to be at the forefront of bringing this camera technology to the Australian market".

Stuart Pointon, Lemac's Business Development Manager, who attended the Los Angeles global release stated "It was very obvious from the way Canon approached the release of this camera that they were coming into the digital cinematography market for the long haul. They have done their homework and have produced a very fine camera and have put their lens expertise into engineering very high resolution 4K lenses. The amount of very affordable, high quality EF mount glass will be a significant factor in the success of this camera".

The first of the Cinema EOS products to be released is the C300 EF mount version camera system in January, followed by the PL mount soon after. Also, along with the new Canon Cinema EOS cameras are newly designed 4K resolution lenses, including two new zoom lenses.

The Canon EOS C300/C300 PL's newly developed Super 35 mm-equivalent CMOS sensor incorporates approximately 8.29 million effective pixels and has a pixel size that is larger than that for conventional professional camcorders, enabling greater light-gathering capabilities for enhanced sensitivity and reduced noise. The sensor reads Full HD (1920 x 1080 pixels) video signals for each of the three RGB primary colours, decreasing the incidence of moiré while realizing high resolution with 1,000 horizontal TV lines. The new camera allows users to adjust image quality to match that of professional camcorders and EOS-series digital SLR cameras, and offers Canon Log Gamma, enabling flat image quality with subdued contrast and sharpness for maximum freedom in post-production editing and processing. In addition to frame rates of 59.41i, 50.00i, 29.97p, 25.00p and 23.98p, the EOS C300/C300 PL features a 24.00p mode, matching the 24 frame-per-second frame rate of film cameras for high compatibility with common film-production workflows.

Canon Australia Managing Director, Taz Nakamasu, said "Given the significance of this opportunity and the specialised needs of the market, it was critical to partner with recognised leaders in providing solutions for cinema, TV, and broadcast fields. Lemac have distinguished themselves in these markets and we are proud to be partnering with them."



Availability

The Canon EOS C300 (EF mount) digital cinema camera is available now and the Canon EOS C300 PL (PL mount) digital cinema camera is scheduled to be available in late March 2012.

Both the Canon CN-E14.5–60mm T2.6 L S (EF mount) lens and the Canon CN-E14.5–60mm T2.6 L SP (PL mount) lens are scheduled for February 2012. The Canon CN-E30–300mm T2.95–3.7 L S (EF mount) and Canon CN-E30–300mm T2.95–3.7 L SP (PL mount) lenses are scheduled for late March 2012.

The Canon CN-E24mm T1.5 L F (EF mount), CN-E50mm T1.3 L F (EF mount) lenses are scheduled to be available in late July 2012 and CN-E85mm T1.3 L F (EF mount) for late August 2012.

About Lemac: A leader in Australia when it comes to imaging technology and end-to-end image capture solutions for film and digital cinema and television, in 2D or 3D. More than just an equipment sales and rental company, the Lemac team is passionate about the moving image and its customers' imaging requirements. Lemac is an all Australian owned and operated company, having serviced the industry for more than 35 years, with offices and facilities in Melbourne, Sydney and Brisbane – an extraordinary record in an industry of constant change. Lemac also offers Production Support, assisting with crewing, facilities and post liaison requirements and Lemac's Engineering Department has factory-trained technicians and specialised test equipment for all aspects of the camera process, optical, electronic and mechanical. Lemac offers an extensive range of camera and support product for both sale and rental backed with outstanding product knowledge and service.

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For further Lemac product and services information and contacts, visit Lemac Film and Digital at www.lemac.com.au