**Canon New XA30 Compact Professional Full HD Digital Camcorder
Featuring New High Sensitivity CMOS Sensor and Two Look Settings
Combining Professional Quality, Shooting Mobility and Flexible Control
For Easy Creation of Exceptional Videos**

Canon today introduces the new XA30 compact professional Full HD digital camcorder that combines professional image quality and flexible operability in a compact and lightweight body. In addition to maintaining the various outstanding technologies as the predecessor XA20, XA30 employs a newly developed 1/2.84-inch HD CMOS PRO Image Sensor for exceptional high sensitivity and low noise performance. Two new Look settings are also added, namely Highlight Priority Gamma which facilitates better color reproduction in mid-to-high brightness range and Wide DR Gamma which achieves a wide dynamic range of 600%, enabling a wide range of imaging expression possibilities. The incorporation of Canon 26.8mm wide-angle 20x optical zoom HD video lens, 3D Real-time lens structure and superior image stabilization system guarantee a wide shooting range with sharp and stable images. Built-in dual bands Wi-Fi wireless networking function that supports remote shooting and enhanced Infrared mode ensure easy long-range and nighttime shooting. Coupled with a detachable handle featuring 2 XLR inputs, the compact, highly portable XA30 offers the flexibility to use in versatile applications ranging from on-location news coverage, documentary filming, wedding to event shooting. It is also an ideal teaching equipment for movie and multimedia institutes.

New HD CMOS PRO Image Sensor for Higher Sensitivity and Lower Noise Level
XA30 features a newly developed 1/2.84-inch HD CMOS PRO Image Sensor with 2.91-million effective pixels for Full HD recording. Thanks to the new sensor's enhanced sensitivity and the high algorithm power of DIGIC DV 4 digital image processor, signal-to-noise ratio is improved by 3dB when compared with its predecessor. Even when shooting with minimum brightness of 1.0 lux, XA30 can still deliver highly detailed, sharp and smooth nighttime videos with exceptionally low level of noise.

New Highlight Priority Gamma for Better Color Reproduction in Mid-to-High Brightness Range
A new Highlight Priority Gamma setting is added to XA30. Since there is no accompanying compression in the mid-to-high brightness range under this setting,

there is a greater capacity to reproduce the colors faithfully and create crisp and sharp images, facilitating the capture of video that realistically conveys such qualities as three-dimensional feel of blue skies and clouds, translucence of water and luster of metals with improved sharpness of edges. During playback of video shot with this gamma setting, increasing the brightness of monitor such as a television can ensure the best viewing result.

New Wide DR Gamma that Enhances Dynamic Range by 600%

Furthermore, drawing from technologies employed in Cinema EOS System, XA30 features a new Wide DR Gamma setting that expands the dynamic range to 600%. It facilitates shooting in scenes with large lighting contrast, minimizing the occurrence of under- and over-exposed areas to maintain seamless and rich gradations from highlights to shadows. Without the need for post-production, the setting helps achieve better dynamic range right from the camcorder and preserve original colors.

Canon 20x Optical Zoom HD Video Lens for Expanded Shooting Range

XA30 incorporates Canon 26.8mm wide-angle 20x optical zoom HD video lens – a lens created with superior optical technologies from EF lens series with optimal placement of lens elements to achieve wide-angle and powerful zoom performance while maintaining a compact and lightweight design. The lens provides focal range of 26.8mm[1] to 576mm (35mm format equivalent) for more versatile imaging expressions, allowing easy capture of breathtakingly wide open scenes or close-up shots of facial expressions. Offering a large aperture of f/1.8 - f/2.8, this lens can guarantee clear and sharp images even in low-light situations. The inclusion of Hi-UD (Hi Index Ultra Low Dispersion) lens, the same as found in Canon's top-of-the-line models, reduces chromatic aberration throughout the zoom range for high resolution and low chromatic aberration images.

To support the lens' powerful zoom capability while ensuring image stabilization at the same time, the lens adopts 3D Real-time lens structure that features a single lens group to move freely and respond in real time for both zooming and vibration correction. This can ensure quick, silent and smooth zooming and produce sharp and stable images. Utilizing the superior EF lens technology, XA30 also features an 8-bladed circular aperture for more natural and smoother out-of-focus effect. Points of light from night city skylines can be turned into beautiful, circular blur for easy creation of cinematic bokeh effect.

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[1] When Dynamic Mode is off

5-axis Dynamic Image Stabilization System and Intelligent IS for All-Direction Image Stability

XA30 is equipped with an Intelligent IS for automatic switching among 4 types of stabilization modes including Dynamic IS, Powered IS, Marco IS and Tripod Mode according to shooting conditions. This can minimize camcorder vibration or hand shake to ensure steady and smooth videos. Coupled with 5-axis Dynamic Image Stabilization System for effective correction of camcorder movements across 5 axes, including tilt movements along the horizontal, vertical and lateral axis, and up-down or left-right shift movements, high level of image stability is guaranteed in all situations. Furthermore, image distortion can be substantially reduced, ensuring exceptional video performance even shooting with a handheld camcorder while walking.

Detachable Handle with 2 XLR Inputs for Enhanced Shooting Flexibility and Professional Performance

XA30 comes with a detachable handle to cater for different shooting needs. With the handle attached, XA30 is able to shoot from any challenging angle for clear and sharp images. Meanwhile, the camcorder remains compact in size when the handle is removed, providing greater operational flexibility and making it easier to carry the camcorder around in a bag for higher mobility.

In addition, 2 sets of XLR input terminals and an external microphone holder are built on the handle for attaching various professional sound recording equipment to cater for different shooting venues and needs. XLR inputs support a range of audio types, including an external line input, microphone input and microphone input with phantom power. Both recording from an external microphone and audio line input can be synchronized together for more dramatic sound effects. Volumes for the 2 channel inputs can be adjusted independently for the optimal result. Dual channel recording to serve as a backup is also supported for more reliable sound recording performance.

New Infrared Mode with Enhanced Brightness Performance in Low-Light Environment

XA30 features an improved Infrared mode that offers a brightness level that is approximately 1.4x higher when compared with its predecessor, enabling easy shooting even in ultra low-light environment and is especially useful for nighttime applications such as shooting of breaking news. Utilizing an infrared LED light which is approximately 3x brighter than the previous models and offers a much wider radiation angle for even distribution throughout the entire image area, more natural looking video recording can be ensured. In addition to the default color of black and white, infrared shooting under green light is also available.

Dual Bands Wi-Fi Wireless Networking Function[2] for Easy Remote Shooting and Video Transmission

XA30 features a built-in dual bands (5GHz and 2.4 GHz) Wi-Fi wireless networking function for sending signals reliably even when used in areas with increased signal interference. The Wi-Fi function supports wireless remote control of camcorder through browser on smart phones or tablet devices, without the need to install any software for enhanced shooting mobility. This allows easy shooting from more distinctive angles, for example attaching the camcorder to a crane for high angle shots or shooting from a far distance. Users can enjoy the same level of professional control on camcorder settings during remote shooting, including start/stop buttons, Live View display, adjustments on zooming, aperture, shutter speed, exposure compensation, white balance and selections of programmed AE modes and manual or auto focusing. This brings a higher degree of freedom in filming production.

This function also allows easy and quick transmission, playback or saving of videos for a streamlined workflow. Videos captured can be uploaded to FTP server anytime through a network access point. In addition, simply with a free "Movie Uploader" application installed on your iOS devices[3], videos can be viewed, saved and shared to social networking sites such as Facebook and YouTube directly from the iOS device over a Wi-Fi network. Users can also playback via browsers and save[4] the videos stored in the camcorder to iOS and Android™ devices[5] for easy playback and video management using smart phones, tablet devices or computers without the need for cable connection or video playback software.

Various Recording Formats for Versatile Applications Matching Different Scenes and Needs

XA30 supports a range of recording formats to cater for different scenes and needs. Full HD 1080/50P AVCHD and MP4 formats at maximum 35Mbps recording bit rate are available, ideal for filming moving subjects such as sports or dance performance to showcase clear movements in blur-free images. Exceptional videos that capture every finest detail can be guaranteed, making it perfect for shooting main news or other important productions. In addition, simultaneous shooting of MP4 format video at 3Mbps recording bit rate is also supported. The resulting smaller file size can allow for quick video transmission to report breaking news right from the field.

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[2] The compatibility of Wi-Fi wireless networking function depends on the mobile device models and operating systems

[3] iOS 5 or later version

[4] Some iOS devices support neither direct save via browser function nor playback of videos at 35 Mbps; Android™ devices incompatible with full HD video playback will not support playback of videos at 17 Mbps or above

[5] iOS devices using iOS 5 or later version; Android™ devices using Android 4.0 or later version

Dual SD Card Slots for Simultaneous Recording and Relay Recording
To offer higher recording capacity and provide more flexible recording options for various needs, XA30 features a built-in dual card slots using the popular and reliable SD / SDHC / SDXC memory cards as recording media. The dual card slots support two-way relay recording function which will automatically switch to the other memory card for continuous recording when one card is full. This flexibly expands the recording capacity and is ideal for long time outdoor shooting, allowing for up to 16 hours of Full HD video recording at 35Mbps recording bit rate with two 128GB SD cards. In addition, simultaneous recording is also supported. This allows easy and instant video backup by recording to both cards in identical format, or recording both AVCHD and MP4 formats[6] in different bit rates simultaneously to meet the demands for various applications while contributing to an effective workflow.

3.5-inch 1.23 million-dot OLED Touch Panel and 1.56 million-dot tiltable Viewfinder for Easy Control
XA30 incorporates a 3.5-inch 1.23 million-dot high-resolution OLED touch panel for clear and vivid display and makes operation unprecedentedly simple. The OLED panel surpasses the previous LCD monitor in all areas, reproducing richer and more vivid colors with enhanced contrast, reducing afterimages drastically with higher responsiveness and facilitating easier viewing and shooting from all angles with a wider viewing angle. It utilizes capacitive touch technology as found in smart phones, offering easy control by touching the screen to select focus point, perform auto-tracking, control exposure or adjust various functions settings, bringing dramatically simplified operation.

When shooting in bright outdoor environment, the camcorder's 0.24-inch 1.56 million-dot tiltable viewfinder can ensure easy checking of focus and image details for the optimal result. The viewfinder can be tilted up 45° to facilitate shooting in a confined space or from a low angle for improved operability. It also comes with a large-sized eyecup that fits snugly to the face to prevent outside light from entering to ensure viewing comfort. In addition, when shooting with Highlight Priority Gamma, by turning on the View Assist function users can adjust the brightness of the OLED panel and viewfinder to ensure that subjects are displayed in the most realistic way.

Instant AF and Medium-Speed AF for Razor-Sharp Subjects
XA30 features Face Detection function, which works together with the ultra-fast Instant AF System to ensure focus and exposure to be stabilized and aligned instantaneously by tracking the faces to improve the accuracy and speed of focusing.

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[6] Except for AVCHD 28Mbps and MP4 35Mbps

Exposure setting will also be adjusted automatically to correct back-lit, over- or under-exposed images, guaranteeing bright and sharp subjects at all times. In addition, XA30 also features Medium-Speed AF function which ensures smooth and natural focusing transition when changing the subjects.

Fast/Slow Motion Recording and Interval Recording for More Creative Visual Effects

XA30 adds a new Interval recording mode to its fast and slow motion recording functions. By specifying the durations for shooting and playback, up to 0.5x slow motion and 1200x fast motion recording are supported, offering versatile imaging expressions for different stories. Stunning videos showcasing slow-motioned action scenes with added cinematic tension or interesting fast motion effect can be created with ease.

Specification

Camera			
Image Sensor	Sensor Type	1/2.84-inch HD CMOS Pro Sensor	
	Image Sensor System	RGB primary color filter	
	Resolution	Approx. 3.09 megapixels (2208 x 1398) Approx. 2.91 megapixels (2136 x 1362)	
Lens	Optical Zoom	20x	
	Digital Zoom	400x	
	F-number (W-T)	f1.8-2.8	
	Focal Length (35mm equivilent)	Approx. 26.8 - 576 mm [without Dynamic IS] Approx. 28.8 - 576 mm [with Dynamic IS]	
Lens Configuration	12 elements in 10 groups (double-sided aspheric elements)		
Aperture	Auto / Manual		
Minimum Focusing Distance	60 cm; 1 cm at full wide angle		
Focusing System	MF/AF (Instant AF / Medium-speed AF/ Normal AF / Face Detection / Touch Focus)		
Filter Diameter	58mm		
Minimum Illumination	0.1 lx ([Low Light] recording program)		
	1.0 lx ([Programmed AE] recording program, Auto slow shutter [On])		
Image Stabilizer	Intelligent OIS (Optical-Shift Image Stabilizer/ 5-axis image stabilization in Dynamic Mode)		
Microphone	Stereo electret condenser microphone		
White Balance	Auto white balance, Custom white balance (2 settings), User-defined color temperature or Preset white balance settings: Daylight, Shade, Cloudy, Fluorescent, Fluorescent H, Tungsten		

AGC Limit	Auto (AGC) / Manual (0 to 24dB in 1dB increment)
Shutter Speed	Auto / Manual; 1/6 to 1/2000 sec.

Recording System

Recording System	Movies	AVCHD Ver.2.0/ MP4
		Video compression: MPEG-4 AVC/H.264
		Audio compression: AVCHD: Linear PCM (2ch)/ Dolby Digital 2ch MP4: MPEG 2 AAC-LC (2 ch)
	Photos	DCF (Design rule for Camera File system), compatible with Exif(*1) Ver. 2.3
		Image compression: JPEG
Recording Mode	AVCHD:	28mbps - 50.00P 24mbps - 50.00i/ PF25 17mbps - 50.00i/ PF25 5mbps - 50.00i/ PF25
	MP4:	35mbps - 50.00P 24mbps - 25.00P 17mbps - 25.00P 4mbps - 25.00P 3mbps - 25.00P
Recording Media	SD, SDHC (SD High Capacity) or SDXC (SD eXtended Capacity) memory card (not included)	
Maximum Recording Time	32 GB SD Card (not included)	
	AVCHD:	28mbps - 2 hours 30 mins 24mbps - 2 hours 55 mins 17mbps - 4 hours 10 mins 5mbps - 12 hours 15 mins
	MP4:	35mbps - 2 hours 24mbps - 2 hours 55 mins

	17mbps - 4 hours 10 mins
	4mbps - 17 hours 20 mins
	3mbps - 22 hours 55 mins
Size of Video Recordings	AVCHD: 1920 x 1080 / 1440 x 1080 MP4: 1920 x 1080 / 1280 x 720/ 640 x 360
Looks	Standard, Highlight Priority, Wide DR
Media Recording Mode	Slow & Fast Motion, Relay Recording, Double-slot Recording, Pre-Recording, interval recording
Infrared shooting	Support
Wi-Fi	
Functions	1) Wi-Fi Remote 2) FTP file transfer 3) Playback via Browser 4) Movie Uploader app (iOS only)
Standard	Complies with the IEEE 802.11b/g/n protocol (2.4GHz), IEEE 802.11a/n protocol (5GHz)
Frequency	2.4 GHz/ 5 Ghz
Encryption methods	WEP-64/WEP-128, TKIP/AES
ViewFinder and Monitor	
LCD Touch Screen	OLED 3.5-inch approx. 1.23 million dots; capacitive touch panel
Viewfinder	0.24-inch type approx. 1.56 million dots; Tilt operations enabled
Recording Assist Function	
Peaking	Support
Zebra	Support
Markers	Support Level (White/Gray) and Grid (White/Gray) displays
Terminals	
AV OUT/ Terminal	φ3.5 mm minijack; output only

	Video: 1 Vp-p / 75 Ω unbalanced	
	Audio: −10 dBV (47 kΩ load) / 3 kΩ or less	
USB Terminal	mini-B, USB 2.0 (Hi-Speed USB)	
HDMI OUT Terminal	HDMI mini connector; output only; compatible with HDMI-CEC and x.v.Color	
XLR Terminal	XLR jack, 2 sets (balanced)	
	Sensitivity	For microphone input: -60 dBu (manual volume center, full scale -18 dB) / 600 Ω
		For line input: 4 dBu (manual volume center, full scale -18 dB) / 10 kΩ
MIC Terminal	φ3.5 mm stereo minijack (unbalanced)	
	Sensitivity	For microphone input: -65 dBV (auto volume, full scale -12 dB) / 5 kΩ
	Microphone attenuator: 20 dB	
Headphone Terminal	φ3.5 mm stereo minijack (unbalanced)	
Remote Terminal	φ2.5mm stereo minijack (input only)	
Power/Others		
Power supply (rated)	7.4 V DC (battery pack), 8.4 V DC (compact power adapter)	
Power consumption	4.5 W (17mbps mode, AF on, LCD normal brightness)	
Battery Time	Battery BP-820 (1780mAh)	Battery BP-828 (2670mAh)
	AVCHD: 28mbps: 90mins 24mbps: 90mins 17mbps: 90mins 5mbps: 95mins	AVCHD: 28mbps: 135mins 24mbps: 140mins 17mbps: 145mins 5mbps: 145mins
	MP4: 35mbps: 90mins	MP4: 35mbps: 135mins

		24mbps: 100mins	24mbps: 155mins
		17mbps: 100mins	17mbps: 155mins
		4mbps: 105mins	4mbps: 160mins
		3mbps: 105mins	3mbps: 160mins
Temperature	Performance Temperature	0 - 40°C	
Dimensions [W x H x D]	Approx. 109 x 84 x 182 mm (excluding lens hood, microphone holder unit and handle unit)		
	Approx. 131 x 180 x 231 mm (includes lens hood, microphone holder unit and handle unit])		
Weight	Approx. 905g (with grip belt only)		
	Approx. 1155g (Includes lens hood, microphone holder unit, handle unit, BP-820, and memory card (x1)		

*Specification is subject to change without notice.

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 2014, Canon's global revenue was US$30.8 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.