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MEDIA RELEASE

Capture and share life's beautiful moments– Canon introduces the new LEGRIA HF R406



LEGRIA HF R406

AUCKLAND, 8 January, 2013 - Canon New Zealand today introduces its latest entry level LEGRIA camcorder – the **LEGRIA HF R406**. Designed to be fun, affordable and easy-to-use, the new model is the first to feature Canon's DiG!C DV4 imaging processor, delivering stunning Full HD video alongside superb audio clarity.

Perfect for families who want to record and share special moments, the new LEGRIA HF R406 offers the ability to shoot in AVCHD or mp4. Advanced optical image stabilisation (IS) and Intelligent IS, as well as a host of new shooting modes makes capturing beautiful HD video as easy as possible.

“The LEGRIA HF R406 video camera is ideal for those looking to step up from shooting with mobile phones or compact cameras. The new compact and lightweight model comes with built-in optical image stabilisation enabling anyone to shoot and edit smooth Full HD footage with ease,” says Rochelle Mora, Brand Manager - Imaging, Canon New Zealand.

Clear, blur-free movies

Packed full of technologies, the LEGRIA HF R406 makes it fun and easy to capture special family memories in stunning detail. Canon's Intelligent IS technology ensures clear, blur-free video by automatically detecting different types of camera shake and then selects the most suitable stabilisation setting from four modes. An enhanced Dynamic IS mode also employs a five-axis optical Image Stabiliser to correct rolling and rotational camera shake that occurs when shooting and walking.

Capture superb image quality

Featuring a first-class HD Camera System, comprising a 3.2MP Full HD CMOS sensor and Canon's new DiG!C DV4 imaging processor, the LEGRIA HF R406 offers higher image quality in low light. DiG!C DV4 combines a substantially improved image stabilisation function with Canon's optical Image Stabilizer to deliver stunning shake-free video.

A high-quality Canon HD video lens – with 32x optical zoom and support for a 53x advanced zoom – offers exceptional quality throughout the zoom range thanks to Canon's advanced IS technology. A Full HD CMOS sensor ensures videos are sharp in detail and rich in tonal range, so users can record special moments as they remember them.

Advanced Audio Performance

To complement exceptional visuals, the LEGRIA HF R406 features Canon's Audio Scene Select technology. Enhancing the quality of the internal microphone, Audio Scene Select features five different modes with sound settings optimised for the scene being shot, including Noise Reduction, Music and Speech. Users can simply select the most suitable mode for their scene and let the camera do the work, allowing them to focus solely on capturing the moment in front of them.

Record a child's early years with new Baby Mode

A new Baby Mode is perfect for parents, making it easy to capture a baby's first steps, and words, thanks to a pre-record function that captures footage just before recording starts, so no important moment is ever missed. Baby Mode footage is also stored in a dedicated baby album, making videos easily accessible to share with friends and family.

The LEGRIA HF R406 features a large, vivid 7.5cm (3.0") capacitive touch screen display, offering the perfect way to compose, playback and navigate settings. The touch interface makes it super-easy for users to navigate intuitive menus, adjust settings and switch between different shooting modes and features.

LEGRIA HF R406 key features:

- ✓ Optical Intelligent IS
- ✓ 53x Advanced zoom, Full HD CMOS
- ✓ Baby Mode
- ✓ Audio Scene Select
- ✓ Superb quality AVCHD and MP4 recording
- ✓ DiG!C DV4 image processor
- ✓ High-res 7.5cm capacitive touch screen LCD
- ✓ Cinema-Look filters and touch decoration
- ✓ SDXC card slot

Ends

About Canon

[Canon](#) is the world's leading imaging brand that actively inspires with imaginative ideas that enable people to connect, communicate and achieve more than they thought possible through imaging solutions for business and consumers. Canon has ranked among the top-four US patent recipients* for the past 19 years, and had global revenues of around \$US45 billion in 2010. Canon New Zealand also operates [Canon Finance New Zealand](#) which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit www.canon.co.nz, www.twitter.com/canonNZ, www.facebook.com/canonnewzealand

* Based on weekly patent counts issued by the United States Patent and Trademark Office

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