

Panavision in focus

Canon XF305 and XF300



Canon Australia recently announced the Canon XF305 and XF300 professional digital video cameras. Both new models employ an MPEG-2 FULL HD 4:2:2 50Mbps Codec for capturing and recording native 1920 x 1080 video onto affordable, universally available Compact Flash (CF) cards – an industry first! The cameras were launched recently to media and some industry representatives at an event in Sydney. Canon brought documentary filmmaker on board, Toby Oliver, to trial the new cameras – you'll be able to check out the short film he shot on Canon's YouTube Channel shortly.



Some of the features that most impressed those at the event included:

- The MXF (Material eXchange Format) File Wrapper, a widely supported open-source format for the recording of video and audio and metadata, has been developed to suit the latest editing systems used by broadcasters.
- The MPEG-2 Full HD compression and 4:2:2 colour sampling enables the recording of 1920 x 1080-pixel Full High-Definition video. Additionally, compared with the 4:2:0 profile format used in HDV and other standards, 4:2:2 colour sampling offers twice the volume of colour data, providing double the level of colour resolution.
- Hot-swappable dual card slots and support of UDMA CF cards offer maximum performance.
- Three Canon developed and designed native 1920 x 1080 CMOS image sensors and the new Canon MPEG-2 Codec gives extreme colour detail required for accurate chroma-keying, colour-grading and compositing for digital filmmaking.
- Genuine Canon 18x HD L-series lens with a 35mm equivalent zoom range of 29.3 – 527mm and a Full Manual Focus mode with mechanical “hard” end stops and distance markers for professional operability and repeatable manual focus.
- Industry-standard HD-SDI output, genlock, and SMPTE time code (in/out) terminals for multi-camera or 3-D productions.
- Well-balanced design allows the operator to comfortably control the camera and easily maintain a steady shot while minimising arm fatigue.
- Convenient, freely rotating 4.0-inch, 1.23-megapixel LCD monitor can be positioned at either the right or left side of the camera body.

You can check out the Canon website for more details:

<http://canon.com.au/en-AU/For-You/Digital-Video-Cameras/Professional-Video-Cameras>

Pricing and Availability:

The Canon XF305 (RRP \$10,499) and XF300 (RRP \$9,199) professional digital video cameras will be available from September 2010 through Canon dealers nationally.