

CANON EOS-1D Mark III

The Canon EOS-1D Mark III is the camera that many Canon Pros have been waiting for.

It comes with a 10 megapixel APS-H CMOS sensor (1.3x FOV) and Dual DIGIC III processors.

Able to shoot at 10 frames per second (for up to 110 frames) it also features a 19 area Auto Focus system and a large 3.0 inch LCD screen (230K pixels resolution) with the ability to frame your scene in 'Live View' mode.

The Canon EOS-1D Mark III comes with integrated cleaning, ISO of up to 3200 (expandable to 6400 (H)) and a wider and brighter viewfinder than previous models.

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Canon EOS-1D Mark III Press Release

The world's fastest D-SLR – remastered

EOS-1D Mark III: The new benchmark

Canon today sets new standards for professional photography with the launch of the EOS-1D Mark III. Delivering 10 frames per second at 10.1 Megapixels for a maximum burst of 110 Large JPEG images (30 in RAW), the EOS-1D Mark III replaces the EOS-1D Mark II N as the world's fastest digital SLR. Dual "DIGIC III" processors drive the camera's high speed, high resolution performance, and bring 14-bit image processing to the EOS series for the first time.

A ground-up redesign introduces a host of new features and advancements to Canon's flagship EOS-1 series, including a 3.0" LCD with Live View mode, EOS Integrated Cleaning System, new auto focus system with 19 cross-type sensors, and 63-zone exposure metering. The camera's APS-H size (28.1 x 18.7 mm) CMOS sensor enables a wider 100-3200 ISO range as standard, expandable to L:50 and H:6400.

"The EOS-1D Mark III represents a complete reappraisal of everything Canon has learned over the past 20 years of EOS development," said Tsunemasa Ohara, Senior General Manager, Camera Development Center, Canon Inc. "In building this camera, we started with a blank canvas. Every facet of the photographic process has been refined, every design decision re-evaluated to bring us to this point: a camera that combines familiar EOS ergonomics with a vastly enhanced specification. Our engineers are overjoyed with the result."

Canon EOS-1D Mark III Key features

- * 10.1 Megapixel APS-H CMOS sensor
- * 10 fps continuous shooting for up to 110 frames
- * Dual "DIGIC III" processors
- * New auto focus system with 19 cross type sensors
- * EOS Integrated Cleaning System
- * ISO 3200 (expandable to H:6400)
- * 3.0" LCD with Live View mode
- * Wider, brighter viewfinder
- * Picture Style1

The choice of professionals

The EOS-1D line has enjoyed massive popularity among the world's leading sports, reportage and wildlife photographers, with international wire agencies AFP, Getty and Reuters choosing Canon for their photographers. "The people at Canon are great to work with because they listen to photographers. It's their attention to detail and the pace of innovation that makes EOS the system of choice," explained Stephen Munday, Director of Operations – Editorial, Getty Images.

Exceptional image quality

Canon's dual "DIGIC III" processors deliver unprecedented levels of speed, responsiveness and image quality. Ready to shoot within 0.2 seconds of power on, the EOS-1D Mark III can capture and process over 100 Megapixels of image data per second, rapidly clearing the image buffer to allow up to 110 frames in one burst. Images are processed at 14 bits for a total colour depth of up to 16,384 tones per pixel, compared to 4,096 tones from 12 bit images.

The third generation CMOS sensor incorporates a new pixel design that works together with on-chip noise reduction circuitry to ensure high image quality at ISO 3200. The option to expand to H:6400 will benefit professionals working in news and sports locations where the use of flash is not permitted or desired.

Greater precision, more control

Canon has redesigned its auto focus system to include 19 cross-type sensors with sensitivity up to f/2.8, spread out across the AF area to better accommodate off-centre subjects. An additional 26 AF assist points are used to aid AF tracking for improved accuracy.

Responding to professional photographer requests, a dedicated AF button on the back of the camera allows users to instantly switch auto focus on or off while keeping their eye on the viewfinder. The viewfinder is now brighter and offers a wider angle of view. The camera's new 63-zone metering system gives photographers greater level of control over exposure.

New LCD with Live View

The bright 3.0" LCD monitor provides 230K pixels resolution for precise framing and reviewing of shots. New to EOS, Live View mode enables photographers to frame without having to look through the viewfinder – particularly useful for shooting from awkward positions.

The menu system on the EOS-1D Mark III has been completely redesigned to take advantage of the LCD size – menus are easier to read and use. A choice of 57 custom functions gives photographers more options for customising camera settings to their daily working requirements. A new My Menu option allows photographers to store frequently used settings on a separate menu for faster access. Settings for new accessories such as the Speedlite 580EX II and Wireless File Transmitter WFT-E2 – also released today – can be controlled directly from the LCD.

Total reliability

The EOS-1D Mark III incorporates a range of practical enhancements for the working photographer. Shutter durability has been increased by 50% to 300,000 cycles. The body is protected by a magnesium alloy casing with dust and moisture resistant seals. The EOS Integrated Cleaning System provides further reliability by reducing sensor dust, minimising the need for manual cleaning on assignment. To avoid corruption of captured images, a warning appears on the LCD and an alarm sounds if the memory card door is opened while images are still being written. Interfaces include video out (for display in both NTSC and PAL formats) and USB 2.0.

Compatibility and accessories

Canon is marking today's launch with the release of several additions to the professional EOS system:

* EF 16-35mm f/2.8L II USM – A fast, ultra wide-angle zoom lens delivering exceptional image quality throughout the aperture range.

* Speedlite 580EX II – An update of the Speedlite 580EX that offers weather resistance when attached to the EOS-1D Mark III.

* Wireless File Transmitter WFT-E2 – Smaller, lighter and more versatile than its predecessor, the WFT-E2 speeds up workflows by allowing photographers to transmit images wirelessly during the shoot.

* Original Data Security Kit OSK-E3 – Verifies the authenticity of images taken with the camera and supports image encryption for additional security.

Software

The EOS-1D Mark III is supplied with a comprehensive software suite to help the photographer's workflow. This includes Digital Photo Professional (DPP), a powerful RAW converter that provides complete RAW image processing control.

DPP integrates with camera's features such as the Dust Delete Data and Picture Style. The camera also comes with EOS Utility, ImageBrowser/Zoom Browser and Photostitch

Canon EOS-1D Mark III Reviews

Digital Camera Info has a first impressions review of the Canon EOS-1D Mark III and writes, "Canon has bundled a surprising and impressive collection of advances into the EOS-1D Mark III. 10MP at 10 fps is an easy headline, and the live preview is cool, if not unique. It may turn out that the big jump in the Mark III is parallel processing, though. If it lowers noise and improves dynamic range while still being the fastest thing on the block, it will point the way forward. We shouldn't discount Canon's important interface improvements as well. All told, the world should be very curious about the Mark III's image quality because everything else about it is truly impressive."