

Canon Reflects on Mirrorless Cameras

Written by Marco Attard
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Canon announces the EOS M-- the first take on the fast-growing "mirrorless" camera segment from a company best known for bulkier single-lens-reflex (SLR) models.



"Mirrorless" cameras lack conventional mirror-based viewfinders (using a digital equivalent) allowing for lighter, more compact bodies with the capability for interchangeable lenses.

The EOS M has an 18MP APS-C CMOS sensor and uses lenses from the Canon SLR range, as the use of "EOS" name indicates. It ships with either a standard 22mm lens or a higher-magnification zoom lens.

The mirrorless segment is possibly the next big thing in digital photography-- IDC predicts WW mirrorless camera shipments will reach 6.43 million units with 60% Y-o-Y growth. All the major camera vendors (including Nikon, Sony, Panasonic and Samsung) already sell mirrorless models.

Canon ships the EOS M from September 2012 in Japan, with overseas markets to follow.

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