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Face Detection Technology and ISO 1600 come to PowerShot A-Series



PowerShot A570 IS



PowerShot A560

Amstelveen, The Netherlands, 22 February, 2007: Canon today announces the launch of the PowerShot A570 IS and PowerShot A560, two 7.1 Megapixel additions to Canon's PowerShot A-Series range of affordable, family friendly cameras. The cameras are powered by DIGIC III, which introduces Face Detection Technology, automatic Red-Eye Correction in Playback and ISO 1600 to the PowerShot A-Series for the first time.

The PowerShot A560, a direct replacement for the popular PowerShot A540, features a full set of automatic functions for intuitive ease of use. The PowerShot A570 IS adds an optical Image Stabilizer to the lens, full manual control and a comprehensive range of accessories, giving users the choice to simply 'point and shoot' or explore the creative side of photography.

"The PowerShot A570 IS and PowerShot A560 bring the leading Canon technologies powered by DIGIC III within the reach of all consumers," said Mogens Jensen, Head of Canon Consumer Imaging Europe. "These two advanced cameras have features with the potential to vastly improve the quality of everyday photography."

The PowerShot A570 IS and PowerShot A560 feature:

- 7.1 MP CCD image sensor
- 4x optical zoom lens (35mm equivalent: 35–140mm f/2.6 W–f/5.5 T)
- Optical Image Stabilizer (PowerShot A570 IS only)
- DIGIC III image processor and iSAPS

- Face Detection AF/AE/FE
- ISO 1600 and High ISO Auto
- Popular Special Scene modes on Mode dial
- 2.5" LCD screen with optical viewfinder
- Lens accessories (PowerShot A570 IS only)
- PictBridge and Print/Share button

DIGIC III

Both cameras feature Canon's own DIGIC III image processor. This smart, efficient processor enables features such as Face Detection AF/AE/FE and advanced Noise Reduction Technology. The improved Face Detection system uses new algorithms to detect faces further from the camera than ever before. Detecting up to nine faces, Face Detection AF/AE determines if a face is the main subject of the scene and sets the appropriate focus and exposure, if the flash is activated Face Detection FE sets the flash level so that the face is correctly exposed. The system also enables easy Red-Eye Correction in Playback, automatically detecting and removing unsightly red eye to leave a natural looking portrait without the need for a PC or editing software.

Advanced Noise Reduction Technology on DIGIC III makes possible the use of High ISO 1600 – another first for the PowerShot A-Series. High ISO speeds are useful for capturing scenes in low light conditions without risking the loss of the scene's ambiance by using a flash. High ISO Auto prioritises higher ISO settings to enable the use of faster shutter speeds – reducing the risk of blurred images in dark or fast-moving scenes.

Ease of use

DIGIC III is complemented by a range of technologies that ensure high quality photography with minimal effort. 4x optical zoom lenses incorporate Canon precision optics to get the best results from the 7.1 Megapixel sensors. The lens of the PowerShot A570 IS features optical Image Stabilizer technology, ensuring shake-free images in low light conditions and at full zoom. Both cameras feature a 2.5" LCD screen, making it easier to frame tricky shots or share image playback with friends.

To aid quick and easy access three popular scene modes – Kids and Pets, Indoor and Night Snapshot – have been moved to the Mode dial. The 14 shooting modes of the PowerShot A560 cover many shooting situations, including Beach, Snow



and Fireworks scene modes. The PowerShot A570 IS adds Underwater mode – for use with the optional waterproof case accessory – and creative options that enable manual control of aperture and shutter speed settings. In total, the camera offers users 19 shooting modes. The creative potential of the PowerShot A570 IS can be extended with a comprehensive range of accessories that includes telephoto, wide and close-up lens converters, and slave flash.

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About Canon Consumer Imaging, Canon Europe

Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of photographic and imaging technology. Canon Inc. was founded in 1937 and has a heritage of nearly 70 years in optics research and development.

The Consumer Imaging division incorporates the following product groups: photo, video, ink jet and laser printers and multifunctional devices, projectors, scanners and fax machines.

Further information about Canon Europe is available at: www.canon-europe.com

Additional Information

Software and CANON iMAGE GATEWAY

The PowerShot A570 IS and PowerShot A560 come bundled with the following Canon Software:

- ZoomBrowser EX 5.8 (Windows), ImageBrowser 5.8 (Macintosh): For organizing and editing images, movies and slideshows, or creating and printing digital photo albums.
- PhotoStitch 3.1: For creating panoramic photos from multiple images (Windows and Macintosh).

The bundled software supports Windows 2000 (SP4), XP (SP1/2), Vista and Macintosh OS X v10.3-v10.4. The cameras support PTP for driverless transfer to Windows XP and Macintosh OS X, along with MTP for image and movie transfers to Windows Vista.

Purchasers of the cameras are eligible for membership of CANON iMAGE GATEWAY¹, 100MB of online 'personal gallery' space for sharing stills and video with family and friends

Accessories

A complete range of optional accessories is available:

- Lens Adaptor LA-DC52G (PowerShot A570 IS)
- Tele-converter TC-DC52A (1.75x) (PowerShot A570 IS)
- Wide-converter WC-DC52 (0.7x) (PowerShot A570 IS)
- Close-up Lens 250D (52mm) (PowerShot A570 IS)
- New Waterproof Case WP-DC12 (PowerShot A570 IS)
- Waterproof case weight WW-DC1 (PowerShot A570 IS)
- High Power Flash HF-DC1
- AC Adapter ACK800
- Battery Charger Kit CBK4-300
- NiMH Batteries (NB4-300)
- Soft Case DCC-80
- SD Card SDC-512MSH

The cameras are compatible with MMC/SD/SDHC cards, and come supplied with a 16MB Canon memory card.

¹ CANON iMAGE GATEWAY is not available in all European countries. Please see www.cig.canon-europe.com for available countries.

Technologies Explained

DIGIC III

Canon's DIGIC III (DIGital Imaging Core) image processor manages all of the camera's primary functions to optimize operating efficiency. Advanced image processing algorithms deliver superb image detail and colour reproduction with accurate white balance. Key improvements over DIGIC II include markedly faster response times, advanced Noise Reduction Technology and support for Canon's Face Detection technology.

Optical Image Stabilizer

The PowerShot A570 IS uses a lens shift-type Image Stabilizer (IS) system to detect and correct slight camera shakes that can cause image blur. Minute vibration gyros detect lens tilting caused by hand shake. These signals – up to 4,000 per second – are processed by a single-chip IS controller, which discriminates between hand shake and intentional camera movements. Shake signals are sent to the IS unit, which moves one of the lens elements accordingly to deflect the light rays and cancel out the effects of shake. For improved accuracy and responsiveness, the moving lens element is supported on tiny ceramic spheres. In addition to minimising friction, ceramic spheres avoid some of the problems that can affect metal spheres, such as thermal expansion and magnetism. The optical IS allows photographers to shoot at shutter speeds up to 3 stops slower with no perceptible increase in image blur.

Face Detection AF/AE/FE

Canon's Face Detection AF/AE/FE system automatically detects up to nine faces within a frame before adjusting the focus, exposure and flash to ensure optimal results. The system detects up to nine faces within a frame and uses advanced algorithms to determine which faces are intended to be the primary focus; these algorithms enable the detection of faces smaller in frame and further from the camera than ever before. Canon's Face Detection technology gives AF/AE priority to faces in the frame, while Face Detect FE adjusts the flash output to ensure accurate exposure and optimal face brightness. In frames where no face is detected, the camera automatically reverts to 9-point AiAF.