

Press Release

Ground-breaking new features show Canon's ongoing commitment to innovation

- Full HD video with most advanced consumer Digital SLR camera to date
- Capture a story with a smile or simple wink of an eye



EOS 550D



IXUS 130

Reigate, 10th February 2010: Canon UK, world leader in imaging solutions, has launched its innovative spring collection of consumer imaging products for 2010.

Key product advances include:

Full HD video

Canon's most advanced consumer Digital SLR camera to date, the new EOS 550D blends an extensive range of features with a compact, easy-to-use body. The camera records video in full 1920x1080p HD resolution, allowing photographers to select the frame rate preferred from 30, 25 and 24fps, as well as offering 720p video at 60 and 50fps.

Just wink for sleek and stunning images

The new IXUS 130 digital compact camera allows users to release the shutter when in position using a smile or a simple wink of an eye. The IXUS 130, IXUS 105 and IXUS 210 offer easy-to-use and innovative features in a stylish design, including two new shooting modes; Fish-eye Effect and Miniature Effect. Canon's Face Detection Technology can identify up to 35 faces at once and ensures everyone looks their best, with the camera ensuring subjects are well exposed and in focus.

Creative control

With the PowerShot SX210 IS digital compact camera, users can capture quality HD video at 720p, thanks to a dedicated movie record button that allows them to immediately start shooting movies, even if the camera is not set to Movie mode. For the first time in any Canon compact camera, Smart Auto technology has been extended to movies, intelligently detecting shooting conditions and selecting optimum settings from 18 variables.

Advanced touch screen

The new IXUS 210 digital compact camera features the most advanced touch screen to date on a Canon camera. By using large and easy-to-press on-screen icons while shooting, users can swiftly access commonly used camera functions, while a simple-to-navigate touch menu system aids quick access to other camera settings.

The above highlights are just a small selection of the wide range of products just announced by Canon. The company has announced 45 new products already this year, including PIXMA inkjet and i-SENSYS laser printers, projector products and calculators which will all be available on sale in the coming months. For full details and images please refer to http://www.canon.co.uk/About_Us/Press_Centre/index.asp

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About Canon (UK) Limited

Canon is a world-leading innovator and provider of imaging and information technology solutions for the home and office environments.

Canon has a global philosophy of *Kyosei* - living and working together for the common good, which clearly demonstrates commitment to customers, staff and the environment shared by all.

Canon (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,700 people in various locations including Ireland.

The main business focus for Canon (UK) Ltd is in two clearly defined market segments: **Business Solutions** covering both the office and professional printing environments (including: multifunctional printers, IT consultation, photocopiers, printers, large format printers, fax machines, document management hardware & software) and **Consumer Imaging** (input solutions: film and digital SLR cameras, digital still compact cameras, camcorders, binoculars, calculators and scanners; and output solutions: Inkjet and laser printers, faxes, desktop all-in-ones and multimedia projectors). **Broadcast Division** is an extension of our product portfolio covering the



supply and servicing of professional lenses and their accessories to the Television Broadcasting environment.

Further information about Canon UK Ltd is available at: www.canon.co.uk or visit the Canon Press Centre

http://www.canon.co.uk/About_Us/Press_Centre/index.asp

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