

Press release

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Canon releases six new digital compact cameras with leading imaging technologies as standard



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Amstelveen, The Netherlands, 20 August, 2007: Canon today reinforces its position as a leader in digital imaging technology with the launch of six new models. Each of the cameras – four PowerShot and two Digital IXUS models – is equipped with Canon's optical Image Stabilizer (IS) technology and high ISO capabilities, providing a comprehensive anti-blur solution that maintains optimal image quality. Combined with a DIGIC III processor driving improved

Face Detection Technology and Red-Eye Correction in playback, Canon's newest cameras are designed to improve the technical quality of every photograph – from spur-of-the-moment snapshots to thoughtful artistic compositions.

“For more than 70 years, Canon has been relentless in its commitment to image quality,” said Mogens Jensen, Head of Canon Consumer Imaging, Europe. “We are continuing this tradition by including the best of our imaging technologies in every model released today.”

The six new models – each featuring optical Image Stabilizer, Face Detection AF/AE/FE and Red-Eye Correction – are:

PowerShot G9 – the new PowerShot flagship offers 12.1 Megapixels, RAW image recording, a 6x optical zoom lens and 3.0” PureColor LCD II.

PowerShot SX100 IS – the first model in the new PowerShot SX series of affordable super zoom cameras, with a 10x optical zoom lens and 8.0 Megapixels resolution.

PowerShot A650 IS – replacing the PowerShot A640 with 12.1 Megapixels, a 6x optical zoom lens and 2.5” vari-angle LCD screen.

PowerShot A720 IS – the replacement for the compact PowerShot A710 IS, offering 8.0 Megapixels and a 6x optical zoom lens.

Digital IXUS 960 IS – the new flagship of the Digital IXUS range, with a pure titanium body that houses 12.1 Megapixels, a 3.7x optical zoom lens and 2.5” PureColor LCD screen.

Digital IXUS 860 IS – replaces the popular Digital IXUS 850 IS, featuring a 3.8x wide-angle (28mm) optical zoom lens, 8.0 Megapixels and 3.0” PureColor LCD screen.

Canon's total anti-blur solution

One of the world's leading imaging innovators – for more than a decade amongst the top-three organisations filing U.S. patents – Canon has employed the fruits of its research and development to provide a comprehensive solution to the problem of image blur. All six cameras are equipped with Canon's lens-shift type optical Image Stabilizer (IS) – a technology originally pioneered for professional EOS system lenses. Optical IS delivers superior image quality to alternative shake reduction techniques. Unlike systems that depend solely on boosting ISO speeds, Canon's optical IS corrects the path of the light as it passes through the camera – producing a shake free image without sacrificing quality to the noise often associated with high ISO settings. A second line of defence is Auto ISO Shift, which can be selected by the user to boost the ISO setting just enough to combat the effects of camera shake. Two further ISO features – manually selected high ISO settings up to ISO 1600 and High ISO Auto – combat the blur caused by

typical subject movement, as well as camera shake when poor light would normally require a longer exposure.

Perfect people shots: Face Detection Technology and Red-Eye Correction

The DIGIC III image processor powers improved Face Detection Technology across all six cameras. Unlike software based face detection systems, which can be vulnerable to processing lags and inaccuracy, Canon's Face Detection AF/AE/FE is integrated directly into the DIGIC III hardware – performing at the same rapid speed as Canon's acclaimed AiAF (Artificial Intelligence Auto Focus). In addition to optimising focus and exposure for detected faces, Face Detection Technology now adjusts flash exposure for faces, avoiding the ghostly faces that can afflict flash photography from close range.

Red-Eye Correction in playback further reduces the problems associated with flash photography. This innovative system uses Face Detection Technology to ensure accurate correction of eyes in captured images, helping to avoid the correction errors that can occur with other red-eye removal systems. For tricky subjects, users also have the option of manually adding or removing Red-Eye Correction frames.

Enhanced viewing – PureColor and PureColor LCD II

Canon's commitment to maximising the photographer's experience extends to the high resolution (230k pixels) PureColor and PureColor LCD II screens on many of the models launched today. PureColor LCDs provide up to 30% improved colour reproduction – PureColor LCD II offers even further colour reproduction improvements as well as much higher contrast ratio. Combined with an exceptionally wide viewing angle, the screens allow users to shoot over the heads of a crowd, compose shots at awkward angles, and share image review with friends. An anti-glare coating aids visibility in sunny conditions while a protective coating guards against knocks and scrapes.

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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 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