

EMBARGO: 24 January, 2008, 04:00 GMT

Blur-busting features come to Canon digital compacts



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United Kingdom / Republic of Ireland, 24 January, 2008: Canon today announces the launch of four new compact cameras with powerful new features that say bye-bye to blur and offer enhanced point-and-shoot capability. The cameras include brand-new blur-reducing Motion Detection Technology, plus new technology evolutions. Canon's Face Detection Technology now features Face Detection White Balance, and Red-Eye Correction, can now remove red-eye automatically as the user shoots. Each camera also has a Face Select & Track function. The **Digital IXUS 80 IS** and **PowerShot A590 IS** include Canon's leading lens-shift optical Image Stabilizer lens for additional blur reduction and low-light shooting capability.

From the ultra-stylish colour variations of the Digital IXUS 80 IS, to the expandable functionality of the PowerShot A590 IS, the emphasis on this new batch of Canon digital compacts is on taking the hassle out of everyday image-making, while providing Canon's hallmark design and manufacturing excellence.

"Canon leads the field in image quality because it relies on intelligent solutions, not quick fixes," said Mogens Jensen, Head of Canon Consumer Imaging Europe. "Every camera released today incorporates class-leading features to combat common problems like camera shake and subject blur, without sacrificing overall image quality."



The four new cameras are:

Digital IXUS 80 IS – a compact, curved design in four attractive colour variations (Classic Silver, Candy Pink, Chocolate, Caramel), 8.0 Megapixels, 3x zoom with Optical Image Stabilizer and 2.5" high resolution PureColor LCD II

PowerShot A590 IS – 8.0 Megapixels, 4x zoom with Optical Image Stabilizer, new Easy mode and full Manual control, range of optional lens accessories, 2.5" LCD and optical viewfinder.

PowerShot A580 – 8.0 Megapixels, 4x zoom, 2.5" LCD and optical viewfinder, plus new Easy mode

PowerShot A470 – 7.1 Megapixels, 3.4x zoom, 2.5" LCD and four colour variations (Red, Blue, Green, Silver)

Pricing & Availability

The Digital IXUS 80 IS will be available from March 2008, priced at £219.00 RRP inc. VAT / €319.00 RRP inc VAT.

The PowerShot A590 IS, PowerShot A580 and PowerShot A470 will be available from March 2008, priced at the following:

PowerShot A590 IS £159.00 RRP inc. VAT / €229.00 RRP inc. VAT

PowerShot A580 £139.00 RRP inc VAT/ €199.00 RRP inc. VAT

PowerShot A470 £109.00 RRP inc. VAT / €159.00 RRP inc. VAT

Ultimate blur solution

With new Motion Detection Technology and the optical Image Stabilizer lens, Canon provides a comprehensive and intelligent solution to blur. Activated in High ISO Auto mode, Motion Detection Technology takes information from multiple sources – Face Detection Technology, scene brightness, subject movement and the optical Image Stabilizer (where available) – to assess camera or subject movement. It then calculates the minimum boost in ISO levels (between ISO 80-800) necessary to compensate for that motion. The wide range of inputs and precision of the Motion Detection algorithms ensure that Canon's system avoids trading reduced blur for an unnecessary increase in image noise.

The lens-shift type optical Image Stabilizer lens found in the Digital IXUS 80 IS and PowerShot A590 IS also contributes to low-noise images. It uses a moveable lens element – rather than a boost in ISO – to counteract the effects of camera-shake,

with no accompanying increase in noise. This makes cameras with IS and Motion Detection Technology doubly effective against blur: Motion Detection Technology takes IS into account when calculating ISO levels, thus increasing image quality even further.

Exceptional Face Detection Technology

Face Detection White Balance and Face Select & Track are included in all four models, enhancing portraits and people shots taken in a wide range of situations. Face Detection White Balance sets the white balance for the face detection frame, in addition to the focus, exposure and flash set by previous versions of Face Detection. The result is portraits with natural skin tones, in all environments whether lit by artificial, natural, or mixed light sources. Face Select & Track follows a user-selected face around the frame, ensuring that the best results are achieved at the moment the photographer shoots.

Red-Eye Correction is enhanced for 2008. In addition to Red-Eye Correction in playback, each of the models now features automatic Red-Eye Correction in shooting. Auto Red-Eye Correction detects and removes red-eye as the user shoots, for natural, red-eye free images.

Enhanced Auto Focus

New AF Point Zoom allows the photographer to magnify the AF frame when the shutter button is pressed half way, so that facial expressions can be checked before shooting. AF performance in low light has been significantly improved to achieve focus in scenes at around one stop darker, so that users can now take excellent shots in low-light conditions where they would have been unobtainable before.

– Ends –

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Editors only

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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 US\$35 billion global company based in Tokyo, Japan. In the UK Canon employs around 1,800 people in various locations including Ireland and has achieved sales of £531million in 2006.

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.