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From wide imaging to telephoto power: the new, smarter generation of Digital IXUS



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United Kingdom / Republic of Ireland, 18 February 2009: Canon today updates its Digital IXUS range with two exciting new models: the **Digital IXUS 110 IS** and the **Digital IXUS 990 IS**. The Digital IXUS 110 IS offers the ultimate in wide shooting via a wide-angle zoom lens, wide-aspect LCD and widescreen HD movie shooting, while the Digital IXUS 990 IS delivers superior telephoto reach via a 5.0x optical zoom, and detailed image review with a 3.0" PureColor LCD II. Both feature a new Smart Auto mode, which uses Canon's innovative Scene Detection Technology to deliver incredible shots with simple point-and-shoot operation.

Both 12.1 Megapixel models shoot stunning HD movies (1280 x 720, 30fps) and have HDMI connections for playback on compatible HD televisions. Replacing the Digital IXUS 90 IS and Digital IXUS 970 IS respectively, the Digital IXUS 110 IS and Digital IXUS 990 IS continue the IXUS heritage combination of exquisite imaging and design. The Digital IXUS 110 IS comes in a choice of gold, silver, pink or blue¹ - while the Digital IXUS 990 IS features a classic, metallic finish.



¹ See specifications for details. Some colours may not be available in some regions.

Go wide or go long

The Digital IXUS 110 IS offers a complete wide shooting solution for both still images and video. A wide-angle lens (28–112mm) captures more in the frame, making it ideal for scenery or group shots. Framing and reviewing wide photos or widescreen HD movies is simple with the wide-aspect (16:9) 2.8" PureColor LCD II.

With its 5.0x optical zoom, the Digital IXUS 990 IS gives users a powerful range of framing options – or the ability to bring distant subjects up close. Canon's optical Image Stabilizer delivers blur-free results throughout the zoom range on both cameras.

Exceptional quality

Both models capture images at an incredible 12.1 Megapixel resolution, offering the freedom to crop or enlarge images with no loss in detail. Canon's DIGIC 4 processor uses improved algorithms and calculation accuracy, allowing both models to deliver ultra-fast operation, and rich, low-noise images with outstanding clarity and colour reproduction.

Canon know-how: intelligent photography

For maximum results with minimum effort, both models incorporate a new Smart Auto mode. This uses Canon's Scene Detection Technology to analyse the shooting scene in detail – checking subject brightness, contrast, distance and overall hue. The camera then instantly selects one of 18 possible modes, to ensure perfect settings for the scene.

Thanks to DIGIC 4 processing, Canon's intelligent technologies are now more accurate than ever. Improved Motion Detection Technology aids blur-free capture of moving subjects. i-Contrast brightens the dark areas of a photo without blowing out correctly-exposed areas. Face Detection incorporates new Blink Detection, which helps avoid the disappointment of a mistimed portrait shot. Face Self-Timer simplifies group shots or self portraits by waiting until the user enters the frame before shooting.

A smarter experience

New Active Display is a fun interactive way of reviewing images: by moving the camera gently during playback, a scrolling function is activated. Both models are easier to use than ever, thanks to an improved, better looking Graphical User Interface. This includes a handy Hints & Tips option, which offers unobtrusive advice on making the most of the camera's features

The wide range of shooting modes in the Digital IXUS 990 IS includes options for creative photography: the new Zoom Blur mode physically zooms the lens during

exposure to create a dynamic feeling of movement, while the improved Creative Light Effect moves the IS system lens during longer exposures for a 'drawing with light' effect.

"These cameras combine new levels of intelligent functionality with the kind of head-turning design that only Digital IXUS offers," said Rainer Fuehres, Head of Canon Consumer Imaging Europe.

Pricing & Availability

The Digital IXUS 110 IS is available from Mid March 2009 priced at £349.00 / €399.00 RRP inc. VAT.

The Digital IXUS 990 IS is available from April 2009 priced at £379.00 / €449.00 RRP inc. VAT.

Key features:

- Wide-angle 4x optical zoom lens (Digital IXUS 110 IS), powerful 5x optical zoom (Digital IXUS 990 IS) – both with optical Image Stabilizer
- 12.1 Megapixel CCD
- Wide-aspect 2.8" PureColor LCD II (Digital IXUS 110 IS), 3.0" PureColor LCD II (Digital IXUS 990 IS)
- HD movies (1280 x 720, 30fps) and HDMI connection
- Smart Auto mode with Scene Detection Technology
- DIGIC 4 for ultra-fast responsiveness and superb image quality
- Combats blur with IS and Motion Detection Technology
- People shots made easy with Face Detection Technology and Face Select & Track, plus Blink Detection, Face Self-Timer and Auto Red-Eye Correction
- Active Display for interactive playback
- i-Contrast brightens dark areas without blowing out correctly-exposed areas
- Improved User Interface with Hints & Tips
- Digital IXUS 110 IS available in silver, gold, pink, blue

For more information, please check: http://www.canon-europe.com/press_centre/product_information/cameras_accessories/More_Technical_Information/Digital_IXUS_990_IS.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 1,800 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.