

Press release

**EMBARGO: 22 February, 2007, 05:00 CET**

## **New Digital IXUS models deliver A-list appeal**



Digital IXUS 70 and Digital IXUS 75

**Sleek, smart, sophisticated – the 7.1 Megapixel Digital IXUS 75 and Digital IXUS 70 combine A-list style with cutting-edge features. Technologies such as Face Detection and Red-Eye Correction make great photography a breeze.**

### **Stand out from the crowd**

With a deep silver face marked by a distinctive black lens ring, the Digital IXUS 75 radiates a style all of its own. The Digital IXUS 70 takes the character of the original IXUS and strips it down to produce something new: a mixture of clean, sharp lines and circular accents combined with the slimmest ever Canon zoom body.

### **Better photos, anywhere**

Whether it's a crowded club or a dimly-lit restaurant, both cameras deliver great people shots with minimal effort. Face Detection Technology recognises up to 9 faces in the frame and adjusts focus, exposure and flash for optimal results. Red-Eye Correction in playback detects and removes red-eye at the touch of a button. And with high sensitivity ISO 1600, users can achieve exceptional results in low light – at parties or concerts for instance – without the use of a flash.

### **Life in colour**

Viewing photos with friends is made easy with Canon's new PureColor LCD, measuring 2.5" on the Digital IXUS 70 and a massive 3.0" on the Digital IXUS 75. A wide viewing angle means everyone can share playback of group photos or movies, and with colour tones enhanced by up to 30%, pictures appear just as you remember them.

### **Features at a glance :**

- 7.1 Megapixel image sensor
- 3x optical zoom UA lens
- DIGIC III image processor
- Face Detection Technology
- Red-Eye Correction in playback
- PureColor LCD screen (Digital IXUS 70: 2.5"), (Digital IXUS 75: 3.0")
- High ISO 1600 with Auto ISO Shift
- Long VGA movies including Time Lapse Movie

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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](http://www.canon-europe.com)