

Press release

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## **Classic tones and slim lines: Canon launches the Digital IXUS 75 and Digital IXUS 70**



Digital IXUS 70 and Digital IXUS 75

**Amstelveen, The Netherlands, 22 February, 2007:** Canon today updates its Digital IXUS range with two striking new models – the 7.1 Megapixel Digital IXUS 75 and Digital IXUS 70. The ultra compact Digital IXUS 75 sports a metallic finish with a massive 3.0" PureColor LCD, offset by a distinctive circular accent around the lens. A touch sensitive control dial provides easy access to key camera settings. The Digital IXUS 70 is Canon's slimmest optical zoom camera yet, featuring a clean, minimalist design inspired by the original IXUS. Measuring only 19.4mm deep, it comes in both black and silver finishes. Both cameras incorporate a clever new Red-Eye Correction feature in Playback mode.

The Digital IXUS 75 and Digital IXUS 70 offer superb response times and high-quality image rendering through Canon's DIGIC III image processor. DIGIC III also powers Face Detection and Noise Reduction Technology, making it easier for users to capture sharp, well-exposed images in clubs, restaurants and other social situations.

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

- 7.1 Megapixels
- 3x optical zoom 35-105mm (35mm equivalent) with UA lens
- DIGIC III with Face Detection AF/AE/FE and Noise Reduction Technology
- Red-Eye Correction in playback
- 3.0" PureColor LCD (Digital IXUS 75); 2.5" PureColor LCD (Digital IXUS 70)
- ISO 1600 and Auto ISO Shift
- 17 Shooting modes plus My Colors photo effects
- 30fps VGA Movies and Time Lapse Movie function

"With their advanced functionality and bold design concepts, these new models go beyond the conventional," said Mogens Jensen, Head of Canon Consumer Imaging, Europe. "It's this unfaltering pursuit of new technologies and new aesthetics that set the Digital IXUS range apart from the competition."

#### **DIGIC III: Better Photos, Easily**

Canon's DIGIC III processor introduces several advancements that reduce the risk of blurred or poorly exposed photographs. Face Detection AF/AE/FE automatically detects up to nine faces within a scene and optimises focus and exposure accordingly. Fast and highly accurate, the system has been enhanced on these models to control flash exposure (FE), and is now capable of detecting faces at greater distances. Face Detection Technology also enables Red-Eye Correction in playback. Users can quickly detect and remove red-eye in captured images directly in-camera, ensuring that people shots look natural and accurate.

Noise Reduction Technology produces smooth images at up to ISO 1600, allowing for flash-free photography in dimly-lit areas such as parties and nightclubs. A new Auto ISO Shift function prevents blur by giving users the option to boost the ISO setting – and consequently shutter speed – with a single button press, whenever the camera predicts camera shake.

#### **LCD enhancements**

A range of enhancements has been made, based on feedback collected from users across the globe. Both cameras include new high resolution (230k pixels) PureColor LCD screens, which offer users a wide range of visual benefits. Colour tones have been enhanced by up to 30% for vibrant, true-to-life colour reproduction. The wide viewing angle of the screen is complemented by an anti-reflective coating, which makes it easy to compose and review images even in

brightly-lit conditions. A scratch-resistant layer provides extra protection against knocks and scrapes.

Settings for shutter speed and aperture are now displayed on the LCD during shooting. When using Auto ISO and High ISO Auto, the LCD will also display the ISO speed. These camera settings are now recorded as EXIF data for review in playback. Users of the Digital IXUS 75 can instantly review captured images using a dedicated Playback button, which acts as a toggle between shooting and playback modes. The Print/Share button doubles as a customisable Shortcut button on both cameras, providing one-touch access to frequently used functions, such as movie recording or white balance settings.

### **Creative options**

A total of 17 shooting modes are provided, including a wide selection of Special Scene modes such as Portrait, Indoor and Night Snapshot. Digital IXUS 75 users can access modes via the Touch Control Dial. Both cameras include My Colors photo effects for creative experimentation before and after shooting.

A new Time Lapse Movie function allows users to capture changing scenes – such as drifting clouds, a blooming flower or a bustling city street – for accelerated playback as smooth VGA-quality movie clips. Captured at one-second or two second intervals, a scene of two hours' duration can be condensed to a fluid eight minute or four minute movie file. Users can also record standard VGA movies with sound at 30fps and QVGA movies with sound at 60fps.

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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)

## Additional Information

### Printing

The Digital IXUS 75 and Digital IXUS 70 feature a dedicated Print menu for quick access to direct print options. Full PictBridge support means users can print directly to any PictBridge compatible printer without the need for a PC. A

Print/Share button allows one-touch printing and easy uploads to Windows or Mac systems.

### Memory Card Support

In addition to SD and MMC memory cards, the cameras support the new SDHC format for storage capacities of 2GB and upwards. They come supplied with a 32MB memory card.

### Software and CANON iIMAGE GATEWAY

The Digital IXUS 75 and Digital IXUS 70 are bundled with the following Canon Software:

- ZoomBrowser EX 5.8 (Windows), ImageBrowser 5.8 (Macintosh): For organising and editing images, movies and slideshows, or creating and printing digital photo albums.
- PhotoStitch 3.1: For creating panoramic photos from multiple images (Windows and Macintosh).

The bundled software supports Windows 2000 (SP4), XP (SP1-2), Vista and Macintosh OS X v10.3-v10.4. The cameras support PTP for driverless transfer to Windows XP and Macintosh OS X, along with MTP for image and movie transfers to Windows Vista.

Purchasers of the cameras are eligible for membership of CANON iIMAGE GATEWAY,<sup>1</sup> 100MB of online 'personal gallery' space for sharing images with family and friends.

### Accessories

Optional Waterproof Cases (Digital IXUS 75: WP-DC14, Digital IXUS 70: WP-DC13) allow users to bring the cameras to a depth of up to 40 metres for compelling underwater shots. Specially designed Waterproof Case Weights (WW-DC1) are available to control camera buoyancy.

Other accessories include:

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<sup>1</sup> CANON iIMAGE GATEWAY is not available in all European countries. Please see [www.cig.canon-europe.com](http://www.cig.canon-europe.com) for available countries.

you can  
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- High Power Flash (HF-DC1)
- Soft Leather Case (DCC-60)
- Digital IXUS Metal and Leather Neck Straps
- Compact AC Power Adapter (ACK-DC10)

## Technologies Explained

### **DIGIC III**

Canon's DIGIC III (DIGital Imaging Core) image processor manages all of the camera's primary functions to optimise operating efficiency. Advanced image processing algorithms deliver superb image detail and colour reproduction with accurate white balance. Key improvements over DIGIC II include faster response times, advanced Noise Reduction Technology and support for Canon's Face Detection AF/AE/FE as well as Red-Eye Correction in playback.

### **Face Detection AF/AE/FE**

Canon's Face Detection AF/AE/FE system automatically detects up to nine faces within a frame before adjusting the focus, exposure and flash to ensure optimal results. It is able to determine which faces are intended to be the subject, instantly reverting to the partnering 9-point AiAF system if no face is the primary subject.

### **iSAPS**

iSAPS (Intelligent Scene Analysis based on Photographic Space) automatically optimises key camera settings before every shot. Each scene is analysed and cross-referenced against Photographic Space – a vast in-camera library of photographic data. This enables the camera to make optimal adjustments to auto exposure, auto focus and auto white balance before image capture occurs.

### **Ultra-High Refractive Index Aspherical (UA) lens technology**

Canon's UA lens was the world's first ultra-high refractive index glass molded aspherical lens. Made from glass with a higher refractive index than other aspherical lenses, it allows for an exceptionally slim and compact lens unit. The glass molded aspherical shape delivers remarkable image quality and avoids the image aberrations that can occur with spherical lens designs.