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Colours of the season: Digital IXUS 80 IS



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United Kingdom / Republic of Ireland, 24 January, 2008: As winter turns into spring, Canon launch a stylish new compact camera designed to capture the colours of the season.

Favouring silky tones the **Digital IXUS 80 IS** is available in four subtle colour variations – Classic Silver, Caramel, Chocolate, and Candy Pink. The smooth, tactile camera incorporates a pure aluminium finish in its lightweight body, while a bright, clear 2.5" PureColor LCD II screen is perfect for sharing and shooting images.

The camera is packed with Canon know how: intelligent automatic features that produce flawless snapshots. Know how includes brand new Motion Detection Technology, which senses movement and says bye-bye to blur and spoiled photos, while the optical Image Stabilizer lens combats the effects of camera shake. The focus system has been tweaked as well, for improved performance in low light situations. Whatever and wherever you're shooting this season, the Digital IXUS 80 IS looks stunning, and gives flawless results.

Features:

- 8.0 Megapixels
- 3x zoom with optical Image Stabilizer
- 2.5" PureColor LCD II
- Face Detection, Motion Detection and Automatic Red-Eye Correction



Pricing & Availability

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

– Ends –

Reader enquiries

United Kingdom – 08705 143723 / www.canon.co.uk

Republic of Ireland – (01) 2052400 / www.canon.ie

Editors only

For Canon product images please visit www.canon.co.uk/press_centre

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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.