

Press release

**EMBARGO: 13 March, 2008, 04:00 GMT**

## Two cameras. Two designs. Pick your Canon Digital IXUS



Hi-res versions of these and other images can be downloaded from  
[www.canon.co.uk/press\\_centre](http://www.canon.co.uk/press_centre)

**Totally different, equally striking, the Digital IXUS 90 IS and Digital IXUS 85 IS offer two very different twists on iconic Digital IXUS style.**

With its solid, seamless design and chiselled edges, the 10 Megapixel Digital IXUS 90 IS commands attention wherever you choose to use it. A camera with real substance, the Digital IXUS 90 IS feels solid in the hand, as if moulded from molten metal. A 3.0" PureColor LCD II screen and flat control panel complete the bold geometry of this distinguished new camera.

The 10 Megapixel Digital IXUS 85 IS builds on the legacy of Canon's hugely popular Digital IXUS 70, softening that camera's sharp minimalism with a distinctive 'curved square' design. The glimmering silver skin of the camera is set off by a bold lens ring and edging details in piano key black or silver.

Despite their design differences, the two cameras are united by the excellence of Digital IXUS photographic technologies. Both combine Motion Detection Technology with optical Image Stabilizer (IS) lenses to keep subject blur and camera shake out of your photographs. The technologies work together to give a comprehensive solution to blur when shooting moving subjects, when using the zoom, and when shooting in low-light conditions. Express your individuality with



these two new Digital IXUS cameras: pick the model that suits your style, and let Canon's imaging technology help you get the best results.

Features:

- 10.0 Megapixels
- Canon 3x optical zoom with optical Image Stabilizer (IS)
- 2.5" (85 IS) and 3.0" (90 IS) PureColor LCD II screen
- Motion Detection Technology, Face Detection Technology and Red-Eye Correction

### **Pricing & Availability**

The Digital IXUS 90 IS is available from late March priced at £259.00 / €379.00 RRP inc. VAT.

The Digital IXUS 85 IS is available from late March priced at £239.00 / €349.00 RRP inc. VAT.

– Ends –

### **Reader enquiries**

United Kingdom – 08705 143723 / [www.canon.co.uk](http://www.canon.co.uk)

Republic of Ireland – (01) 2052400 / [www.canon.ie](http://www.canon.ie)

### **Editors only**

For Canon product images please visit [www.canon.co.uk/press\\_centre](http://www.canon.co.uk/press_centre)

### **For further information please contact:**

[diane\\_johnson@cuk.canon.co.uk](mailto:diane_johnson@cuk.canon.co.uk) / 01737 220 413

[robyn\\_rendle@cuk.canon.co.uk](mailto:robyn_rendle@cuk.canon.co.uk) / 01737 220 185

### **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.