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All style, no shake: two new compact Digital IXUS cameras with IS



Hi-res versions of these and other images can be downloaded from www.canon.co.uk/press_centre

United Kingdom / Republic of Ireland, 13 March, 2008: Canon today strengthens its Digital IXUS range with the launch of two new 10 Megapixel models: the **Digital IXUS 90 IS** and **Digital IXUS 85 IS**. Both models feature Canon's lens-shift type optical Image Stabilizer (IS)¹ for exceptional image quality, while expressing very distinct design styles. The solid, chiselled Digital IXUS 90 IS is enhanced by a powerful shape and seamless build; while the soft minimalism of the Digital IXUS 85 IS reflects a glimmering, understated elegance.

The two models share the core imaging prowess at the heart of Digital IXUS photography. In addition to their 3x optical zoom lenses with IS, the cameras feature enhanced auto focus performance for low-light shooting. Both cameras include Motion Detection Technology¹, which works in tandem with IS to reduce all kinds of blur, and Face Detection Technology¹ with Face Select & Track and Face Detection White Balance for accurate, natural-looking people shots in all situations. Bright, clear PureColor LCD II screens (3" Digital IXUS 90 IS, 2.5" Digital IXUS 85 IS) enhance the user experience thanks to their wide viewing angle, high contrast easy-view displays, and glare-resistant coatings.

"The design versatility of Digital IXUS is clearly demonstrated by these two new models," said Mogens Jensen, Head of Canon Consumer Imaging, Europe. "These are cameras that enable users to express their individuality, both in the model they choose, and the images they make."

¹ See *Technologies Explained*



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.

The Digital IXUS 90 IS and Digital IXUS 85 IS feature:

- Solid, chiselled design with flat control panel (Digital IXUS 90 IS)
- Rounded square design with bold details in piano key black or silver (Digital IXUS 85 IS)
- 10.0 Megapixel image sensor
- 3x optical zoom lens with optical Image Stabilizer (IS)
- High ISO Auto with Motion Detection Technology
- Face Detection Technology with White Balance and Face Select & Track
- DIGIC III¹ with Noise Reduction Technology
- Automatic Red-Eye Correction in shooting and playback
- 2.5" PureColor LCD II (85 IS), 3.0" PureColor LCD II (90 IS)
- Optical Viewfinder (85 IS)
- Enhanced auto focus performs at up to 1-stop darker
- 19 shooting modes including new Sunset mode and My Colors photo effects
- Extensive movie options including VGA 30fps, Long Play and Time Lapse movie modes
- Optional accessories include Waterproof Case, Soft Case and High Powered Flash²
- Easy printing with PictBridge and quick print order settings in playback mode³

Two designs, Two cameras, One Digital IXUS

Built to facilitate individual expression, these new cameras offer an evolution of two key Digital IXUS design strands. The Digital IXUS 90 IS takes the geometry of the Digital IXUS 75 and gives it a new sense of boldness and solidity. A flat key control panel enhances the camera's seamless feel, giving it the appearance of being forged from a single piece of metal. The Digital IXUS 85 IS softens the sharp minimalism of the Digital IXUS 70, for a more fluid feel, accentuated by bold lens ring and edging details in piano black or silver.

Exceptional optics

The Digital IXUS 90 IS and Digital IXUS 85 IS both feature a 3x optical zoom lens,

² See *Additional information*

allowing everything from landscape shots to close-ups and medium telephoto zooms. Exceptional image clarity and compactness of form are achieved thanks to the inclusion of Canon's UA (Ultra-high refractive index Aspherical) lens elements. The lens has a straight optical path for uncompromising image quality. Canon's lens-shift type optical Image Stabilizer (IS) is incorporated into both cameras, vastly reducing the effects of camera shake when shooting in low light conditions or at the end of the zoom. The IS system gives both cameras a 3 stop advantage, facilitating better images in dusky conditions. Improved low-light AF performance helps users take advantage of the benefits of IS. The AF is now able to achieve focus in 1 stop less light, so the camera obtains excellent results even further into the evening.

Bye-bye to blur – Motion Detection Technology

Activated in High ISO Auto, Canon's intelligent Motion Detection Technology works to eliminate the blur caused by subject motion and camera shake. When these are detected, the system provides an ISO boost between ISO 80-800 - counteracting motion blur to improve action shots and night snaps, without compromising shots where no ISO boost is needed. Combining inputs from Face Detection Technology, the optical Image Stabiliser, changes in scene brightness and changes from frame to frame, Canon's Motion Detection Technology is a comprehensive solution to motion blur.

Enhanced Face Detection Technology

Equally comprehensive is Canon's approach to Face Detection Technology. The Digital IXUS 90 IS and Digital IXUS 85 IS include Face Select & Track, which allows you to select a single face from a crowd of up to 35 detected faces. The optimum focus, exposure, flash and – in a new addition - white balance will then be set for that face, tracking the subject as they move around the frame.

Canon's Red-Eye Correction draws on Face Detection Technology in order to eliminate red-eye from photographs. Whenever a face is detected in a shot, red-eye is checked for. It can then be either removed automatically while shooting or in playback mode. New AF Point Zoom allows the photographer to magnify the AF frame when the shutter button is pressed half way, so that facial expressions can be checked before shooting.

As well as powering features including Face Detection Technology, Canon's DIGIC III image processor enables quick response times and fast buffering speeds. The processor also features advanced Noise Reduction Technology for excellent image quality at high ISO settings.

Intuitive ergonomics, easy menus

The Digital IXUS 90 IS and Digital IXUS 85 IS both feature high resolution PureColor LCD II screens. These screens offer a number of benefits over conventional LCD screens, including improved colour contrast for enhanced visibility, a wide viewing angle for easy shooting and instant image sharing, anti-glare coatings for viewing under bright light, and anti-scratch coatings.

The Digital IXUS 90 IS features a 3" screen, while the Digital IXUS 85 IS has a 2.5" screen. The Digital IXUS 85 IS provides additional photo framing options thanks to its Optical Viewfinder (OVF).

A host of features enable users to enhance their shooting options. Users can choose from a range of 19 shooting modes, including a number of Special Scene modes that automatically optimise camera settings for common shooting subjects. Both cameras feature Sunset scene mode for optimum capture of this tricky subject. Movie options include Long Play (LP) mode, which uses only half the memory of standard movies, and Time Lapse movie for the creation of fun and atmospheric accelerated film clips.

Several menu features also let users manipulate their images in-camera, without the need for computer software. The Trimming function offers image trimming to predetermined sizes. This function is integrated with Face Detection Technology – if several faces are detected in frame users can jump between faces to create instant trimmed portraits. The Image Resize function enables users to create smaller image files by reducing the number recording pixels in larger images. The original image can then be deleted in order to save space on the memory card, leaving the new file an ideal size for e-mailing and uploading to the web.

– Ends –

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Editors only

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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.

Additional Information

Printing

The Digital IXUS 90 IS, and Digital IXUS 85 IS 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. New for 2008, print order settings can be made in Playback mode by pressing the Print/Share button. When connected to a PictBridge compatible printer, the camera offers the option to print the print list by the quickest method.

Memory card support

In addition to SD, SDHC and MMC memory cards, the cameras support MMC*plus* and HC MMC*plus* formats for storage of up to 32GB. The cameras come supplied with a 32MB memory card.

Software

The **Digital IXUS 90 IS, and Digital IXUS 85 IS** come bundled with the following Canon Software:

- ZoomBrowser EX 6.1 (Windows), ImageBrowser 6.1 (Mac): For organising and editing images, movies and slideshows, or creating and printing digital photo albums.
- PhotoStitch 3.1 (Windows), PhotoStitch 3.2 (Mac): For creating panoramic photos from multiple images.

The bundled software supports Windows 2000 (SP4), XP (SP2), Vista and Macintosh OS X v10.3-10.4.

Purchasers of the cameras are eligible for membership of CANON iMAGE GATEWAY³, 100MB of online 'personal gallery' space for sharing stills and video with family and friends.

Accessories

A range of optional accessories includes:

- High Power Flash (HF-DC1)
- Waterproof Case (WP-DC23) (85 IS)
- Waterproof Case (WP-DC24) (90 IS)
- Soft Case (DCC-60)

³ CANON iMAGE GATEWAY is not available in all European countries. Please see www.cig.canon-europe.com for available countries. Movie upload requires users to download and install the movie upload task, available after registration from the CANON iMAGE GATEWAY site.

you can
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- AC Adapter Kit (ACK-DC40) (85 IS)
- AC Adapter Kit (ACK-DC30) (90 IS)

Technologies Explained

DIGIC III

Canon's DIGIC III (DIGital Imaging Core) image processor manages all of the camera's primary functions to optimize operating efficiency. Advanced image processing algorithms deliver superb image detail and colour reproduction with accurate white balance. High-speed processing results in outstanding responsiveness, rapid auto focus and extended continuous shooting ability. DIGIC III also powers advanced Noise Reduction Technology and Face Detection Technology.

Face Detection Technology

Canon's Face Detection AF/AE/FE/WB system automatically detects up to nine faces within a frame before adjusting the focus, exposure, flash and white balance 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 detected as the primary subject. Auto Red-Eye Correction integrates with Face Detection Technology to remove red-eye during shooting or playback.

Motion Detection Technology

Canon's Motion Detection Technology uses several methods to detect camera and subject movement and set exposure accordingly. The brightness of subject and background, movement of the subject (based on comparison of frames over time) Face Detection information and camera shake information from the optical Image Stabilizer (IS) gyros are all taken into account. Where motion is detected the camera automatically selects the appropriate ISO level between ISO 80-800 to achieve a shot with minimal noise and blur.

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.

Optical Image Stabilizer

The Digital IXUS 90 IS and Digital IXUS 85 IS use a lens shift-type Image Stabilizer (IS) system to detect and correct slight camera shakes that can cause image blur. Minute vibration gyros detect camera movement caused by hand shake. These signals – 4,000 per second – are processed by a single-chip IS controller, which discriminates between hand shake and intentional camera movements. Shake signals are sent to the IS unit, which moves one of the lens

elements accordingly to re-align the light rays and cancel out the effects of shake. For improved accuracy and responsiveness, the moving lens element is supported on tiny ceramic spheres. In addition to minimising friction, ceramic spheres avoid some of the problems that can affect metal systems, such as thermal expansion and magnetism. Optical IS allows photographers to shoot at shutter speeds up to 3 stops slower with no perceptible increase in image blur due to camera shake.

Digital Tele-Converter and Safety Zoom

Similar to placing an accessory lens on the front of the camera, Canon’s Digital Tele-Converter adds a constant zoom to every shot – 1.4x or 2.3x depending on the image size selected. While optical converter lenses cause a reduction in aperture and consequently require a slower shutter speed, the Digital Tele-Converter maintains aperture size, reducing the risk of image blur.

Safety Zoom protects the image from interpolation at high levels of digital zoom, allowing users to extend zoom magnification without sacrificing image quality.

Level of Safety Zoom possible at each image size setting:

Large	Medium 1	Medium 2	Medium 3, Postcard Date Imprint	Small
3.0x	3.0x	4.2x	6.8x	12x