

Press release

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## Solid geometry: The Digital IXUS 90 IS



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**Too often compact cameras are designed for handbags. Canon's latest Digital IXUS uses a mixture of clean, sharp lines and a feeling of solidity to take it beyond the everyday.**

The latest camera from Canon designer Naohiro Seki,<sup>1</sup> the 10 Megapixel **Digital IXUS 90 IS** burrows deep into the core principles of Canon's renowned brand, to move away from feminine colours and contours, towards an almost industrial form. The exquisitely engineered angles of the front side are matched with a metal finish and flat key control panel. This new design makes the Digital IXUS 90 IS a solid, sturdy camera.

This camera makes no compromises in imaging power. Canon technologies like Motion Detection Technology, Face Detection Technology and the optical Image Stabilizer cut right to the heart of action, obtaining exceptional quality images. The camera also features a high resolution 3" PureColor LCD II screen with amazing colour contrast and wide angle of view.



<sup>1</sup> See *Additional Information*

With its distinctive geometric style, the Digital IXUS 90 IS reflects the true power of digital photography.

### **Pricing & Availability**

The Digital IXUS 90 IS is available from late March priced at £259.00 / €379.00 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**

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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

### **Q&A with Digital IXUS 90 IS designer Naohiro Seki**

*Naohiro Seki (34) is the designer of the Digital IXUS 90 IS. He trained at the Royal College of Art, and gained his strong sense of geometric space while working as a products interior designer at an architectural firm in London. He previously designed the wide angle Canon Digital IXUS 860 IS.*

#### **What was the design concept for the Digital IXUS 90 IS?**

This design concept is 'Geometric Form'. I imagined a geometric form with an edge, sharpening the square body. I then gave a geometrical structure to the camera with the strong shape that looks as if it was cut down from a solid metal block. There is also a contrast between the hairline texture of the sides of the camera and the front face.

#### **What is your design ethos?**

To achieve a total re-design every time – a paradigm shift – is neither desirable nor necessary. You don't always have to think outside the box. My philosophy with IXUS is to take aspects of the already successful design and improve it.

#### **What is the most important factor in camera design?**

People use their cameras most when they are happy or excited. The most important factor is that the heart and mind feel happy when we are helping people to record their most important memories.

#### **How do you deal with the constraints of R&D?**

The challenge is not to avoid the limitations, but embrace them. Constraints are a positive challenge, and I aim to work within them to create the best possible combination of form and function.