

Press release

**EMBARGO: 07 May, 2007, 09:00 CET**

## **Digital IXUS 950 IS: for photos with that extra edge**



Hi-res versions of this and other images can be downloaded from [www.canon-erc.com/gen](http://www.canon-erc.com/gen)

**Canon's super stylish Digital IXUS 950 IS is a camera that's packed with features to give every photo that winning touch.**

Sporting a distinctive three-tone metal finish offset by contoured lines, the 8.0 Megapixel Digital IXUS 950 IS looks as good as the photos it takes. Advanced technologies - such as optical Image Stabilizer and Face Detection AF/AE/FE – present the style-conscious photographer with an easier route to better results.

### **Sharp shots**

A powerful 4x optical zoom with optical Image Stabilizer (IS) is the perfect way to ensure crisper, steadier shots. IS compensates for camera shake to reduce the chance of blurry photos. High-sensitivity ISO 1600 returns superb photos even as the light begins to fade – without any need to use the flash.

### **Perfect portraits**

Portraits and group shots can sometimes be ruined by washed-out, under-lit or out of focus faces. Canon's Face Detection Technology solves these problems by detecting up to 9 faces in the frame before adjusting focus, exposure and flash to ensure that everyone looks their best. With Red-Eye Correction in playback,

unsightly red-eye can also be removed from captured images with complete ease: pictures are ready to share straight out of the camera. And with the new 2.5" PureColor LCD screen, colours are displayed with all the vibrancy and richness of the original scene.

The wide range of creative options includes Creative Light Effect mode – an innovative new feature that creates attractive shapes from background points of light in dark scenes. Users can choose from shapes including stars, hearts and flowers to add an extra dimension to any shot.

**Features at a glance:**

- 8.0 Megapixels
- 4x optical zoom with optical Image Stabilizer
- Eye-catching design with Touch Control Dial
- Face Detection Technology
- Red-Eye Correction in playback
- 2.5" PureColor LCD
- ISO 1600 and Auto ISO Shift
- 18 Shooting modes including new Creative Light Effect
- Extensive Movie options with Time Lapse Movies