

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

## **Face Detection Technology and optical Image Stabilizer supercharge the stylish Digital IXUS 950 IS**



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

**Amstelveen, The Netherlands, 07 May, 2007:** Canon today launches the 8.0 Megapixel Digital IXUS 950 IS, an upgrade to the award-winning Digital IXUS 800 IS. Sporting a three-tone metal finish with distinctive curved lines, the Digital IXUS 950 IS comes equipped with a 4x optical zoom lens with optical Image Stabilizer and the DIGIC III image processor. Along with faster processing and advanced Noise Reduction, DIGIC III powers Canon's Face Detection Technology and Red-Eye Correction<sup>1</sup> for superb people shots.

Other key advancements include ISO 1600 with Auto ISO Shift for improved low light shooting and a 2.5" PureColor LCD screen offering enhanced colour reproduction and scratch-resistance. New creative features include Time Lapse Movie and Creative Light Effect modes.

### **Features at a glance:**

- 8.0 Megapixels
- 4x optical zoom 35-140mm (35mm equivalent) UA lens with optical Image Stabilizer
- Eye-catching design with Touch Control Dial
- DIGIC III with Face Detection AF/AE/FE and Noise Reduction Technology
- Red-Eye Correction in playback

<sup>1</sup> Available in playback mode

- 2.5" high resolution PureColor LCD
- ISO 1600 and Auto ISO Shift
- 18 Shooting modes including Creative Light Effect plus My Colors photo effects
- 30fps VGA Movies and Time Lapse Movie function
- Shortcut button for instant access to favourite functions

"Digital IXUS is where Canon's optical heritage blends exciting design with the best of our research and development," said Mogens Jensen, Head of Canon Consumer Imaging, Europe. "The Digital IXUS 950 IS builds on the success of its award-winning predecessor with new technologies that will appeal to amateurs and advanced photographers alike."

#### **Face Detection Technology: Powering better images**

Canon's advanced DIGIC III image processor powers a range of functions related to Face Detection Technology. Face Detection AF/AE/FE automatically detects up to nine faces within a scene and optimises focus, exposure and flash exposure accordingly. Red-Eye Correction in playback uses Face Detection Technology to search through captured images and remove any red-eye it detects. Users can also perform red-eye correction manually if needed.

#### **4x optical zoom with optical Image Stabilizer**

Compact cameras are more susceptible to camera shake from handheld shots, especially in low light situations. 70 years of Canon's optical innovation have enabled the development of lens elements that are perfectly suited to the challenges of compact photography. The Digital IXUS 950 IS employs Canon's lens-shift optical Image Stabilizer (IS) technology to compensate for camera shake caused by unwanted hand movement. Enabling shooting at shutter speeds up to 3 stops slower than would normally be possible, the optical Image Stabilizer is particularly useful at full zoom or when using the 2cm Macro mode. The 4x optical zoom lens incorporates an **Ultra-High Refractive Index Aspherical (UA)** lens to achieve a focal length range of 35-140mm (35mm equivalent) without affecting the camera's slim profile.

#### **LCD enhancements**

The high resolution (230k pixels) PureColor LCD screens gives users a number of visual benefits. Colour tones have been enhanced by 30% for vibrant, true-to-life reproduction. The wide viewing angle of the screen is complemented by an anti-reflective coating, which makes it easy to compose and review images even in brightly-lit conditions. A scratch-resistant layer provides extra protection against knocks and scrapes.

Settings for shutter speed and aperture are now displayed on the LCD during shooting. When using Auto ISO and High ISO Auto, the LCD will also display the ISO speed. These camera settings are now recorded as EXIF data for review in playback.

#### **High ISO functionality**

The Digital IXUS 950 IS incorporates ISO 1600 to facilitate flash-free shooting indoors – ideal in low-light environments where the use of flash is not desirable or appropriate, such as concert halls or galleries. A new Auto ISO Shift function prevents blur by giving users the option to boost the ISO setting – and consequently shutter speed – with a single button press, whenever the camera predicts camera shake.

#### **New creative options**

A total of 18 shooting modes are provided, including new Creative Light Effect, which uses the Image Stabilizer and a longer exposure to create user-selectable shapes – including stars, hearts and flowers - around points of light in the background of night scenes.

The Time Lapse Movie mode enables users to capture changing scenes – such as drifting clouds or a bustling city street - for accelerated playback as smooth VGA-quality movie clips. Captured at one-second or two-second intervals, a scene of two hours' duration can be condensed to a fluid eight minute or four minute movie file. Users can also record standard VGA movies with sound at 30fps and QVGA movies with sound at 60fps.

**– Ends –**

#### **About Canon Consumer Imaging, Canon Europe**

Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of photographic and imaging technology. Canon Inc. was founded in 1937 and has a heritage of nearly 70 years in optics research and development.

The Consumer Imaging division incorporates the following product groups: photo, video, ink jet and laser printers and multifunctional devices, projectors, scanners and fax machines.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)

## Additional Information

### Printing

The Digital IXUS 950 IS features 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.

### Languages

With the addition of Romanian and Ukrainian, the Digital IXUS 950 IS user interface supports 25 languages: English, German, French, Dutch, Danish, Finnish, Italian, Norwegian, Swedish, Spanish, Simplified Chinese, Traditional Chinese, Japanese, Russian, Portuguese, Korean, Greek, Polish, Czech, Hungarian, Turkish, Thai, Arabic, Romanian and Ukrainian.

### Memory Card Support

In addition to SD and MMC memory cards, the Digital IXUS 950 IS supports the SDHC format for high-volume shooting. It comes supplied with a 32MB memory card.

### Software and CANON iIMAGE GATEWAY

The Digital IXUS 950 IS comes bundled with the following Canon Software:

- ZoomBrowser EX 5.8 (Windows), ImageBrowser 5.8 (Macintosh): For organising and editing images, movies and slideshows, or creating and printing digital photo albums.
- PhotoStitch 3.1: For creating panoramic photos from multiple images (Windows and Macintosh).

The bundled software supports Windows 2000 (SP4), XP (SP1/2) and Vista and Macintosh OS X v10.3-v10.4. The camera supports PTP for driverless transfer to Windows XP and Macintosh OS X, along with MTP for image and movie transfers to Windows Vista.

Purchasers of the camera are eligible for membership of CANON iIMAGE GATEWAY<sup>2</sup>, 100MB of online 'personal gallery' space for sharing stills and video with family and friends.

---

<sup>2</sup> CANON iIMAGE GATEWAY is not available in all European countries. Please see [www.cig.canon-europe.com](http://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 iIMAGE GATEWAY site.



### **Optional Accessories**

An optional Waterproof Case (WP-DC15) allows users to bring the camera to a depth of up to 40 metres for compelling underwater shots. Specially designed Weights (WW-DC1) are available to control camera buoyancy. Other accessories include:

- High Power Flash (HF-DC1)
- Soft Leather Case (DCC-70)
- Digital IXUS Metal and Leather Neck Straps
- Compact AC Power Adapter (ACK-DC30)

## Technologies Explained

### **DIGIC III**

Canon's DIGIC III (DIGital Imaging Core) image processor manages all of the camera's primary functions to optimise operating efficiency. Advanced image processing algorithms deliver superb image detail and colour reproduction with accurate white balance. Key improvements over DIGIC II include faster response times, advanced Noise Reduction Technology and support for Canon's Face Detection AF/AE/FE as well as Red-Eye Correction in playback.

### **Face Detection AF/AE/FE**

Canon's Face Detection AF/AE/FE system automatically detects up to nine faces within a frame before adjusting the focus, exposure and flash 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 the primary subject.

### **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.

### **Ultra-High Refractive Index Aspherical (UA) lens technology**

Canon's UA lens was the world's first ultra-high refractive index glass molded aspherical lens. Made from glass with a higher refractive index than other aspherical lenses, it allows for an exceptionally slim and compact lens unit. The glass molded aspherical shape delivers remarkable image quality and avoids the image aberrations that can occur with spherical lens designs.

### **Optical Image Stabilizer**

The Digital IXUS 950 IS uses a lens shift-type Image Stabilizer (IS) system to detect and correct slight camera shakes that can cause image blur. Minute vibration gyros detect lens tilting 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 deflect 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. The optical IS of the

you can  
**Canon**

Digital IXUS 950 IS allows photographers to shoot at shutter speeds up to 3 stops slower with no perceptible increase in image blur.