

Press Release

EMBARGO: 19 August, 2009, 14.00 BST

**Style and quality you can touch –
introducing Canon’s first touch-screen
Digital IXUS and slimmest wide-angle
compact to date**



Digital IXUS 200 IS



Digital IXUS 120 IS

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

United Kingdom / Republic of Ireland, 19 August 2009: Today Canon announces two new Digital IXUS cameras, bringing even higher levels of style, sophistication and high-tech features to the Digital IXUS range.

Introducing firsts for Canon, the **Digital IXUS 200 IS** combines an impressive 24mm ultra wide-angle 5x zoom lens with a 3 inch PureColor II Touch display. The new **Digital IXUS 120 IS** has the distinction of being the slimmest wide-angle Digital IXUS ever – packing in a 28mm wide-angle 4x zoom lens into a stylish body.

Digital IXUS 200 IS: Ultra wide technology you can touch

The Digital IXUS 200 IS makes it easier than ever to take breathtaking images.

Featuring a 24mm ultra wide-angle 5x zoom lens with an optical Image Stabiliser (IS) the potential to capture sweeping landscapes or large groups up close is now at your fingertips. Picture quality is assured thanks to a 12.1 Megapixel sensor and DIGIC 4 – Canon's fast, intelligent image processor, delivering superb image quality and natural colour reproduction.

The Digital IXUS 200 IS features an impressive wide 3.0 inch PureColor II Touch display. With a firm focus on ease-of-use, the touch screen technology works together with traditional button control to create a highly-intuitive user experience, giving you fingertip control over a variety of camera functions. Touch AF, for example, enables users to select objects or faces on the touch screen - which the camera tracks and automatically keeps in focus - capturing the perfect image every time.

Large, high visibility on-screen icons allow for quick and easy selection of shooting and flash modes, while a vertical orientation shutter release function means users can shoot by simply touching the screen. Touch Actions allow users to match gestures made on-screen to commonly used functions, such as tagging images as favourites or erasing, rotating, or protecting images in their collection. Browsing images has never been easier – simply drag your finger across the screen and the camera will adjust the speed of review with the speed of the gesture on-screen.

The Digital IXUS 200 IS also makes it easy to review photos with Active Display – a feature that enables users to flick through images and start and stop movies by simply moving and tilting the camera.

Packed with cutting edge, yet easy-to-use features, the Digital IXUS 200 IS sports incredibly good looks with a slim, stylish metal body in a choice of four colours: blue, gold, purple or silver.

Digital IXUS 120 IS - ultra-slim, ultra-smart, ultra cool

The Digital IXUS 200 IS is joined by the all-new Digital IXUS 120 IS – the slimmest wide-angle Digital IXUS ever. Despite the slim frame the camera boasts an impressive wide angle (28mm) 4x optical zoom lens, 12.1 Megapixel resolution and DIGIC 4 processor.

The Digital IXUS 120 IS utilises a 2.7 inch PureColor LCD II. Bright and clear, the screen can be viewed at multiple angles, so framing and reviewing an image is simple and easy. The PureColor LCD II screen is also resistant to fingerprints and scratches.

The Digital IXUS 120 IS makes taking great photos simple. Optical Image Stabiliser technology reduces blur caused by camera shake; enabling users to shoot at full zoom, as well as at night, without the need for a tripod. ISO Auto and Motion Detection Technology also help users automatically take blur-free photos – adjusting the ISO speed to compensate for motion in the scene, so moving subjects are captured perfectly every time.

The Digital IXUS 120 IS's slim wide-angle design enables it to easily fit into a shirt pocket or handbag and comes in four refined colours – black, blue, brown or silver - that reflect the sophistication of the technology within.

Shooting action with HD movies

Both cameras feature an HD movie mode, which shoots widescreen high definition video at 720p resolution. Movies can be easily shared with family and friends by connecting the camera to a compatible HD display via the camera's HDMI mini port.

Automatic excellence that is easy-to-use

To make it easy for anyone to take a great photo, the Digital IXUS 200 IS and Digital IXUS 120 IS feature Smart Auto mode with Scene Detection Technology. Automatically detecting faces, motion, distance, colour, and brightness in the frame, the camera selects from one of 22 scene variables to optimise settings for the best results. Smart Auto technology is enhanced by the addition of Servo AE/AF, which tracks movement in the frame, adjusting focus and exposure to achieve the perfect shot.

By capturing every detail in an image - with a 12.1 Megapixel image sensor - users of both cameras have the freedom of creating large prints, or altering composition by cropping images, without compromising image quality.

Both cameras include 'Hints & Tips' within the user interface. Short descriptions of camera functions simplify the interaction with the camera and encourage users to explore the camera features.

Perfect Portraits: Face Detection technologies

Both the Digital IXUS 200 IS and Digital IXUS 120 IS come with a range of Face Detection technologies so shots of friends and family are captured in perfect detail. Face Detection WB, sets the camera's white balance to achieve natural skin tones in unusual lighting conditions, whilst Face Detection AF/AE/FE/WB ensures the intended subject is properly exposed and in focus. Both cameras also feature FaceSelf-Timer – a handy feature for self-portraits and group shots as the camera only takes a photo two seconds after an extra face enters the frame.

Both models also feature i-Contrast, an intelligent technology that automatically deals with tricky lighting situations by preventing highlight blowout, while retaining shadow detail. This automatically deals with difficult shooting situations, particularly when subjects are backlit on a sunny day.

Incorporating new technologies, incredible ease-of-use and sophisticated design the Digital IXUS 200 IS and Digital IXUS 120 IS offer incredible image capturing quality in a stylish compact camera.

Owners of the Digital IXUS 200 IS and the Digital IXUS 120 are entitled to free membership of CANON iMAGE GATEWAY, an online photo sharing service. Users can take advantage of great new features like the increase in storage capacity to 2GB in October, allowing the upload and sharing of hundreds of high-quality images. Friends and family can also enjoy viewing your online photo albums from their mobile phones with the new mobile phone browsing feature. In addition, owners of Canon PIXMA inkjet printers can now create, share and print images from their photo album using the new PIXMA Album Printing feature. CANON iMAGE GATEWAY is the ideal site for Canon users to share high-quality and memorable photos and video with family and friends.

Pricing & Availability

The Digital IXUS 200 IS is available from early September 2009 priced at £329.00 / €379.00 RRP inc. VAT.

The Digital IXUS 120 IS is available from early September 2009 priced at £299.00 / €349.00 RRP inc. VAT.

- ENDS -

Editors only

For Canon product images please visit www.canon.co.uk/press_centre

Reader enquiries

United Kingdom – 0844 369 0100 / www.canon.co.uk

Republic of Ireland – (01) 2052400 / www.canon.ie

For further information please contact the Canon Consumer Imaging Press

Office:

anna_ghosh@cuk.canon.co.uk / 01737 220 322

estelle_sexton@cuk.canon.co.uk / 01737 220 343

diane_johnson@cuk.canon.co.uk / 01737 220 413

sarah_belfrage@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 global company based in Tokyo, Japan. In the UK Canon employs around 1,700 people in various locations including Ireland.

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.