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The EOS 1000D: gateway to full EOS power



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United Kingdom / Republic of Ireland, 10 June 2008: Canon today announces its latest D-SLR, the **EOS 1000D**. Featuring a 10.1 Megapixel CMOS sensor, 7-point wide area AF system and up to 3fps continuous JPEG shooting until the memory card is full¹, the EOS 1000D represents a more affordable entry point to the world of EOS cameras – whilst taking full advantage of over 70 years of imaging expertise.

With the lightest body of any digital EOS camera, the EOS 1000D incorporates a range of technologies used in Canon's professional EOS-1 series cameras, including the DIGIC III image processor, and Live View mode. For straight-from-the-box shooting, the EOS 1000D is available with a Canon EF-S 18-55mm IS lens – which includes 4-stop image stabilisation, ensuring superb performance even in low-light conditions.

“The EOS 1000D is a small camera with a big idea: the supreme adaptability and image quality of the EOS system, in an accessible, affordable package,” said Mogens Jensen, Head of Canon Consumer Imaging Europe. “For anyone ready to take the next step in creative photography, it offers the perfect entry point to the world of D-SLR.”



¹Limited to size of individual SD card used

Pricing & Availability

The EOS 1000D is available from the end of July priced at the following;

EOS 1000D body only £499.99 / €649.99 RRP inc. VAT

EOS 1000D 18-55mm IS lens kit £579.99 / €749.99 RRP inc. VAT.

Features at a glance:

- 10.1 Megapixel CMOS sensor
- EOS Integrated Cleaning System
- 7-point wide-area AF system with f/5.6 cross-type centre point
- Up to 3 frames per second
- 2.5" LCD with Live View shooting
- DIGIC III image processor
- Compatible with SD and SDHC memory cards
- Compact and lightweight body
- Digital Photo Professional RAW processing software
- Fully compatible with all Canon EF and EF-S lenses and EX-series Speedlites

Designed to deliver more

As with all EOS models, key components for the EOS 1000D are designed and manufactured in-house to work with each other for the ultimate image quality. A 10.1 Megapixel CMOS sensor – with larger pixels for smooth, low-noise images – offers sufficient resolution to produce prints in sizes up to A4, even when cropping your image. To protect images against the effects of sensor dust, the EOS 1000D includes the EOS Integrated Cleaning System, which combats dust in three separate ways: reducing, removing and repelling.

The EOS 1000D also features a DIGIC III image processor, as used in Canon's professional D-SLR models. This allows continuous shooting until the SD or SDHC memory card is full, at speeds of up to 3fps² – with the number of shots limited only by the size of the card. DIGIC III also delivers superior image rendering, rapid operation and virtually instant start-up times.

Intelligent focus and flash

For shots where fast focusing is needed, the EOS 1000D features a 7-point wide area Auto Focus system, capable of locking onto a subject in a fraction of a second. A cross-type central focus point continues to operate effectively even when used in lower-light and lower-contrast settings. Also included is E-TTL II, Canon's distance-linked flash exposure system found in professional EOS models.

² 3fps when shooting JPEG, 1.5fps RAW. See specifications for details.

Effortless ease

Weighing just 450g, the EOS 1000D is Canon's lightest D-SLR to date, with a compact, ergonomic body designed for comfortable handling. A bright 2.5" LCD screen lets users instantly review images for composition, sharpness and focus – or, thanks to a wide viewing angle, instantly share shots with friends. The LCD also provides access to a fast, easy-to-read menu system, which uses tabs to avoid unnecessary scrolling. Inherited from the latest EOS models, the menu system includes direct control over external devices such as Speedlite flash units.

Photo quality in every situation is aided by 12 custom functions, including Auto Lighting Optimizer - which corrects brightness and contrast during image processing, while improving skin tones in portraits by ensuring correct exposure for faces. Photographers can also enable additional noise reduction for shots captured at high ISO speeds.

Live View

For shooting situations where using the viewfinder is impractical – or where a tripod is used – users can switch to Live View mode, which displays the scene as a smooth, 30fps video feed on the LCD. An optional grid line and histogram display can be selected to help with shot composition and exposure. Two AF modes are available for use with Live View: Quick AF, which momentarily flips the camera's mirror to engage the AF sensor, and Live AF, which uses contrast information for compact camera-style focusing.

Software

The EOS 1000D is supplied with a comprehensive software suite that provides all the necessary tools for managing and processing images. This includes Digital Photo Professional (DPP), a powerful RAW converter that provides complete RAW image processing control. DPP also integrates with camera features such as Dust Delete Data and Picture Styles. The supplied Picture Style Editor software can be used to create custom Picture Styles for fine control over colour display. The camera also comes with EOS Utility, Image/Zoom Browser and Photostitch.

For more information on Canon technologies visit http://www.canon-europe.com/press_centre/product_information/cameras_accessories/technologies/EOS_1000D.asp

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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.

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.

Technologies Explained

CMOS

Canon's CMOS technology is one of the company's key competitive advantages, with noise reduction circuitry at each pixel site delivering virtually noise-free images. In comparison with CCD technology, the lower power consumption characteristics of Canon's CMOS sensors also contribute to longer battery life.

Signal conversion in Canon's CMOS sensors is handled by individual amplifiers at each pixel site. Unnecessary charge transfer operations are avoided, vastly speeding up the process of getting signal to the image processor. Noise generation is reduced, power consumption is limited and faster frame rate potential is increased.

EOS Integrated Cleaning System

The EOS Integrated Cleaning System combats sensor dust in three important ways: Reduce, Repel and Remove.

1. Reduce - Internal camera mechanisms are designed to minimise dust generation. The redesigned body cap prevents dust generation through wear on the cap itself.
2. Repel - Anti-static technologies are applied to the low-pass filter covering the front of the sensor so as not to attract dust.
3. Remove - A Self-Cleaning Sensor Unit uses hi-frequency vibrations to shake dust from the infrared filter for a period of approximately one second after each start up. For instant shooting after power up, this feature is disabled immediately the shutter release is depressed.

Canon has also developed an internal Dust Delete Data system, which can map the position of visible dust on the sensor. This can then be deleted automatically after the shoot with the latest Digital Photo Professional software.

Picture Style

Picture Style pre-sets simplify in-camera control over image qualities. Picture Style pre-sets can be likened to different film types – each one offering a different colour response. Within each selectable pre-set, photographers have control over sharpness, contrast, colour tone and saturation. The camera's factory default configuration is set to deliver immediately-usable JPEG images without need for

additional menu settings. Picture Style presets applied to a RAW image can be revised with Canon's Digital Photo Professional software.

The six pre-sets include:

- Standard – for crisp, vivid images that don't require post-processing
- Portrait – optimises colour tone and saturation and weakens sharpening to achieve attractive skin tones
- Landscape – for punchier greens and blues with stronger sharpening to give a crisp edge to mountain, tree and building outlines
- Neutral – ideal for post-processing
- Faithful – adjusts colour to match the subject colour when shot under a colour temperature of 5200K
- Monochrome – for black and white shooting with a range of filter effects (yellow, orange, red and green) and toning effects (sepia, blue, purple and green).

The User Defined Picture Style can be used to store up to three customised pre-sets, or any of the pre-sets available for download from Canon's web site at www.canon.co.jp/Imaging/picturestyle/file/index.html