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EOS 450D: get ready to play



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United Kingdom / Republic of Ireland, 24 January, 2008: The new **EOS 450D** is a digital SLR for those who want to go beyond snapshots. Compact and lightweight enough to carry wherever you go, it's purpose-built for creative photography.

A 12.2 Megapixel sensor lets you capture every scene in ultra-high levels of detail – perfect for turning your experiences into poster-sized photo prints. For subjects that won't wait around, the EOS 450D offers rapid focusing via 9 auto focus points, spread out across the frame to assist with 'rule-of-thirds' compositions. An intuitive menu system and user-friendly controls make it easy to start experimenting with the camera's full range of creative shooting options.

The camera's 3.0" LCD screen allows for superbly detailed review of your captured photos – and with Live View mode, you can even use it to compose your images. Plus, compatibility with more than 60 EF/EF-S lenses and EX-series Speedlite flashes makes the EOS 450D as versatile as the places you choose to take it.



Key features:

- 12.2 Megapixels
- 3.5 fps continuous shooting
- Wide-area 9-point AF system
- 3.0" LCD with Live View mode
- EOS Integrated Cleaning System
- Compact and lightweight build

Pricing & Availability

The EOS 450D Body only is priced at £599.99 RRP inc. VAT / €899.99 RRP inc. VAT

The EOS 450D 18-55mm kit is £679.99 RRP inc. VAT / €999.99 RRP inc. VAT

Both are available from March 2008.

– Ends –

Reader enquiries

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Editors only

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

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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.