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The EOS 50D: Outstanding speed and resolution for the discerning photographer



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The digital SLR that photography enthusiasts have been waiting for, Canon's new EOS 50D offers incredible speed and resolution at a unique price point.

An outstanding 15.1 Megapixel resolution allows giant prints and cropping without compromise. This is matched by shooting at 6.3 frames per second in bursts of up to 90 shots¹. See every wing beat of a bird in flight. Freeze a mid-air leap, or a split-second facial expression. With the **EOS 50D**, it's possible to capture those instants that slower cameras can miss.

A new high resolution 3.0" Clear View LCD screen provides ultra-detailed image review, as well as accurate focusing when using the Live View mode. Canon's 9-point AF system tracks moving subjects and locks onto stationary objects with equal ease. As night falls, base ISO levels can be pushed up to 3200 – or expanded to 12800 for situations where flash is best avoided.

Plus – as with all EOS cameras – creative flexibility is assured, thanks to Canon's world-leading range of lenses and accessories.

¹ 90 JPEGs used with UDMA card

Key features

- 15.1 Megapixel APS-C CMOS sensor
- Up to 6.3 frames per second
- DIGIC 4 processor
- ISO 100-3200, expandable to 12800
- 9-point wide area AF
- 3.0" Clear View LCD with Live View shooting & Face Detection AF
- Magnesium alloy body, with environmental protection
- EOS Integrated Cleaning System

Pricing & Availability:

The EOS 50D (body only) is available from end of September 2008 priced at £1199.99 / €1599.99 RRP inc. VAT.

The EOS 50D EF-S 17-85mm f/4-5.6 IS USM kit is available from end of September 2008 priced at £1499.99 / €1949.99 RRP inc. VAT.

– Ends –

Editors only

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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.

Canon (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,800 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.