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



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United Kingdom / Republic of Ireland, 26 August 2008: Canon today strengthens its EOS range with the addition of a powerful new digital SLR: the **EOS 50D**. With a 15.1 Megapixel CMOS sensor, 6.3 frames per second shooting and Canon's latest DIGIC 4 image processor, the EOS 50D delivers unparalleled speed and resolution at a price point that is unique in today's market.

Outstanding, clean images

A newly designed 15.1 Megapixel CMOS sensor delivers ultra-detailed, low-noise images – ideal for large-scale reproduction or creative cropping. New manufacturing processes, plus redesigned photo diodes and microlenses, extend the light gathering capabilities of the sensor – allowing more pixels to be fitted on the CMOS sensor without compromising image quality. These changes ensure improved high ISO performance and low noise. High-speed, low light shooting is enabled by ISO levels of 3200, expandable to an ultra-sensitive 12800.

The EOS Integrated Cleaning System – including the improved Self Cleaning Sensor Unit with a new fluorine coating – increases protection of image quality by helping to reduce, repel and remove unwanted dust from the sensor. Stubborn particles can be removed automatically in post-production with Dust Delete Data and Canon's included Digital Photo Professional software.

Rapid-fire performance

Canon's new DIGIC 4 processor is fast enough to allow up to 6.3fps continuous shooting, in bursts of up to 90 JPEGs with a UDMA card. Used with Canon's wide area AF system, which locks onto subjects with 9 individual cross type sensors, stunning action sequences can be captured – even in low-light conditions. This makes the EOS 50D particularly suited to sports and wildlife shooting.

DIGIC 4 works with the CMOS sensor to deliver 14-bit image processing, for smooth gradation and natural-looking colours – as well as ensuring ultra-fast startup times and near-instant image review after shooting.

See everything

A new 3.0" Clear View VGA LCD provides extra-large and wide angle-of-view image review, with plenty of clarity for accurate focus checks in playback. By switching to Live View mode – which displays a real-time image on the LCD – photographers can enjoy simplified shooting from awkward angles, or connect to a PC for remote shooting. Live Mode now offers three ways to auto focus: Quick AF, Live AF, and new Face Detection Live AF, which optimizes focus based on faces detected in the frame – for fast, spontaneous portraiture.

Control and ease

The famously intuitive EOS menu system includes a new Quick Control screen, for instant access to the most commonly-changed settings. A new Creative Auto mode offers automatic focus and exposure – while still allowing creative 'tweaks' to settings such as background sharpness.

"For advanced amateurs and semi-professionals – or professionals looking for a powerful backup model – the EOS 50D stands alone," said Mogens Jensen, Head of Canon Consumer Imaging, Europe. "No other camera in this price bracket offers a comparable combination of speed and image quality."

Features at a glance:

- 15.1 Megapixel APS-C CMOS sensor
- 6.3fps continuous shooting, max. burst 90 JPEGs with UDMA card
- DIGIC 4 processor
- ISO 100-3200, expandable to 12800
- 9-point wide area AF
- 3.0" Clear View VGA LCD with Live View mode & Face Detection Live AF
- Magnesium alloy body, with environmental protection
- EOS Integrated Cleaning System

- HDMI connection for high quality viewing and playback on a High Definition TV
- Full compatibility with Canon EF and EF-S lenses and EX-series Speedlites

For more information including full technical specifications, please visit

http://www.canon.co.uk/press_centre

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

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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 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.