

Press Release

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For great shots – just touch: Canon introduces the ultra-stylish IXUS 210



IXUS 210 offers stunning images at your fingertips

Chic, sculpted design

Available in four eye-catching colours, the **IXUS 210** boasts a sculpted, ultra-desirable design and the most advanced touch screen interface seen in an IXUS to date. Set to become the latest ‘must have’ camera that everyone’s talking about, the IXUS 210 is perfect for fashion-conscious individuals who pride themselves in keeping one step ahead.

Touch screen simplicity

The IXUS 210 features an easy-to-use, super intuitive touch screen – providing you with a wide range of smart functions at your fingertips. Large on-screen icons, helpful on-screen Hints & Tips and Smart Auto mode means that taking, browsing and sharing stunning photos has never been easier – or more fun.

Impressive images, stunning style

The super stylish IXUS 210 offers an array of advanced features and outstanding image quality with 14.1 Megapixels and a genuine Canon ultra-wide angle 5x zoom lens - making this model a style statement with substance.

IXUS 210 – key features:

- 14.1 Megapixels
- 24mm ultra-wide angle 5x zoom with optical IS
- 8.8 cm (3.5") PureColor II Touch LCD
- Advanced touch screen
- Smart Auto, Face Detection. Hints & Tips UI
- HD movies. HDMI

Pricing & Availability

The IXUS 210 is available from early March 2010 priced at £349.00 / €389.00 RRP inc. VAT.

– Ends –

Editors only

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

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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 1,700 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.