

Press Release

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



United Kingdom / Republic of Ireland, 8th February 2010 – Canon today announces the arrival of the latest and most advanced touch screen IXUS – the new **IXUS 210**. Available in black, gold, silver and pink, the IXUS 210 offers a sculpted metal exterior, a 14.1 Megapixel image sensor and 24mm genuine Canon lens - delivering premium imaging performance to match its iconic IXUS styling. A newly-developed touch user interface coupled with on-screen Hints and Tips, makes capturing, browsing and sharing images easier than ever before.

Stunning design and outstanding ease of use

The IXUS 210 is the most advanced touch screen IXUS to date. By using large and easy-to-press on-screen icons while shooting, users can swiftly access commonly-used camera functions, while a simple-to-navigate touch menu system aids swift access to other camera settings. Touch AF allows the user to focus on their subject by simply 'touching' it on the screen. If the subject is moving, the camera's integrated Servo AF/AE will automatically track it, maintaining both focus and exposure for the perfect shot.

Browsing images is also made easy and natural by enabling users to simply drag their finger across the screen and the camera will match the speed of image review with the

speed of the gesture made on-screen. “Touch Actions” allow users to match gestures made on-screen to commonly used functions, such as tagging images as favourites or erasing, rotating, or protecting images in their collection.

The colour theme and on-screen icon layout can be customised - allowing users to tailor the interface to suit their preference and style. On-screen Hints and Tips also guide users through the camera’s functions, helping them to understand how and when to use each one to capture the perfect image.

A large, high-resolution, 8.8cm (3.5”) PureColor II Touch LCD screen offers plenty of space for users to easily navigate the finger-friendly touch interface. With wide colour reproduction and high contrast, users can also enjoy their images in rich colour from almost any angle. Active Display now allows users to browse through their images by simply tapping the sides of the camera, introducing a new dimension to sharing content on the camera with friends and family.

Built to produce outstanding images

The IXUS 210 offers stunning image quality to accompany its stand-out design. Featuring a 24mm ultra-wide angle, genuine Canon lens – it’s ideal for landscapes and large group shots which require a wider field of view to capture the entire scene. The IXUS 210 also features a 5x optical zoom which allows users to get even closer to the action. An optical Image Stabilizer (IS) and Motion Detection technology work together to reduce image blur by effectively reducing camera shake and detecting the presence of motion in the scene. In addition, the IXUS 210’s high speed DIGIC 4 processor delivers outstanding responsiveness, rapid auto focus and natural-looking skin tones and colour in the final result.

Take the perfect picture – every time

The IXUS 210 features a range of technologies and functions to enable users to capture the perfect picture, every time. Smart Auto with Scene Detection Technology can identify up to 22 different shooting scenes, intelligently analysing shooting conditions and automatically applying the optimum picture settings to capture the image. So whether taking a picture of a loved one in sunny conditions, or a group of friends at night, users can relax in the knowledge that the camera is taking care of the complicated settings, all they need to do is point and shoot.

Smart Flash Exposure has also been introduced to the IXUS 210 - allowing the camera to effectively control the flash in a range of shooting conditions. For example, when

taking portraits in sunny conditions, Smart Flash Exposure will identify shadows on the subject's face and use just enough flash to eliminate them. To prevent over-exposure when photographing at close distances, Smart Flash Exposure will detect how reflective the subject is, its distance from the lens, and set the flash power accordingly.

With Face Detection Technology, the IXUS 210 can identify up to 35 faces in a single frame before adjusting focus, exposure, flash and white balance to achieve the best possible result. A new Smart Shutter mode also provides inventive ways to control the shutter using Face Detection Technology. In Smart Shutter mode, the user can trigger the shutter using a smile or - with Wink Self-Timer - a simple wink of an eye. FaceSelf-Timer also triggers the shutter two seconds after a new face joins the frame. With these innovative functions, IXUS 210 users can take great people shots, including self-portraits, without the need for another person to be behind the camera.

A range of new and creative shooting modes make taking exciting and unique shots easy and fun. Fish-eye Effect allows users to achieve the effect of a fish-eye lens with three levels of distortion to choose from, whilst Miniature Effect mimics the effects possible with a 'Tilt-Shift' lens - making buildings within a wider landscape appear of model-scale for dramatic results. The IXUS 210 also offers a Low Light mode, providing the ability to shoot in very low light at reduced resolution, expanding the range of conditions in which the camera can be used.

Making it easier to browse through large numbers of images, a new Smart Shuffle playback mode selects and displays four suggested images based on the one currently being viewed. This allows users to see images captured in similar situations or with similar settings, providing a new way to review images stored.

Capture and share High Definition (HD) video

Users of the IXUS 210 can also capture special moments in High Definition (HD) video at 720p resolution. Thanks to a YouTube™ upload function, integrated into the bundled CameraWindow software, users who have already registered with YouTube™ can login and upload video clips from their PC at the touch of a button. The IXUS 210 also features an integrated HDMI port, allowing video and images to be viewed on any HDMI-compatible output device without loss of quality.

Keep shooting with unprecedented storage

Allowing users to store more video and photos than the standard SDHC memory cards that are currently supported, the IXUS 210 is among Canon's first products to support SDXC storage cards, offering up to 2TB of storage capacity.

Eye-Fi connected functions

For users who want to transfer content wirelessly, the IXUS 210 includes Eye-Fi connected functions. The IXUS 210 features a dedicated Eye-Fi section in the User Interface, on-screen icons, and it disables the automatic power-down function when an Eye-Fi card is detected - allowing users to transfer content easily and without interruptionⁱ.

CANON iMAGE GATEWAY – share your stories

Owners of the new IXUS 210 are entitled to free membership of CANON iMAGE GATEWAY, an online facility for sharing photos and video. Users can take advantage of up to 2GB of personal storage capacity, creating enough room for hundreds of high-quality images. Mobile browsing is also supported, making it easy for friends and family to view photos on the move.

IXUS 210 Key features:

- Stylish, 14.1 Megapixel, metal body IXUS in four colour options
- Genuine Canon 24mm ultra wide-angle 5x zoom lens with optical Image Stabilizer
- Wide 8.8cm (3.5") PureColor II Touch LCD with touch control
- Touch AF, custom icon layout and tap control
- Easy to use with Smart Auto, Face Detection and on-screen Hints & Tips
- HD Movies (720p) and HDMI connection
- Smart Shutter with Smile, Wink Self-Timer and FaceSelf-Timer
- Smart Flash Exposure and i-Contrast for best results in all situations
- DIGIC 4 and Servo AF/AE for ultra-fast response and high image quality
- Shooting modes including Low Light, Fish-eye, Miniature and Creative Light Effect



Pricing & Availability

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

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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.

ⁱThis product is not guaranteed to support Eye-Fi card functions (including wireless transfer). In case of an issue with an Eye-Fi card, please check with the card manufacturer.

Also note that approval is required to use Eye-Fi cards in many countries or regions. Without approval, use of the card is not permitted. If it is unclear whether the card has been approved for use in the area, please check with the card manufacturer.