

# Press Release

**EMBARGO: 11<sup>th</sup> May 2010, 05:00 BST**

## **Speed, style and performance - the IXUS 300 HS puts you in the driving seat**



*Stand out from the crowd with the IXUS 300 HS*

Make a style statement - take shots that impress

Crafted to reflect the sculpted curves of a supercar and finished in blasted steel silver, matt black, glossy white or high gloss red, the **IXUS 300 HS** makes a bold style statement – and underneath the premium design, it also offers a supercharged combination of high-performance features that let you take great shots, wherever you are.

Take control, get creative

As well as its alluring looks, the IXUS 300 HS boasts an advanced blend of manual and automatic features that help you deliver high-impact images, whatever your level of

**you can**

expertise. The IXUS 300 HS is Canon's first IXUS to feature the new HS System, letting you take spectacular shots in low-light or at high-speed at the touch of a button. Smart Auto with Scene Detection Technology helps you capture spot-on shots in all conditions by automatically selecting the optimum settings from 22 variables. And if you fancy flexing your creative muscles, you can put yourself in the driving seat and manually control aperture and shutter speed to get the results you want.

### Capture high quality action with HD movie shooting

As well as taking incredible images, the IXUS 300 HS also offers HD movie recording with high quality stereo sound. Whether you're shooting sporting events or travel adventures, the optical Image Stabilizer reduces the effects of camera shake to deliver super sharp footage on the move. Don't miss a moment with the amazing Super Slow Motion Movie mode, enabling you to capture fast-moving subjects at 240 frames per second and play them back at 30 frames per second – providing a dramatic record of fast-paced action, from water-skiing to snowboarding.

### IXUS 300 HS – key features:

- High performance IXUS in a stunning stainless steel body
- 10.0 Megapixel high-sensitivity CMOS
- Bright f/2.0, 28 mm, 3.8x genuine Canon lens with optical Image Stabilizer
- HS System with DIGIC 4 for fast shooting and low noise in low light
- 240 fps Super Slow Motion Movie. High-speed Burst: 8.4 shots/sec<sup>1</sup>
- Wide 7.5 cm (3.0") PureColor II G LCD with enhanced strength and visibility
- Smart Auto and Smart Flash Exposure for great photos in all situations
- HD movies (720p) with optical zoom, stereo sound and HDMI
- Creative shooting with P, Av and Tv modes, Low Light, Fish-eye and Miniature Effect
- Smart Shutter with Smile, Wink Self-Timer and FaceSelf-Timer

### Pricing & Availability

The IXUS 300 HS, black and silver, are available nationwide from the end of May 2010 priced at £379.00 / €419.00 RRP inc. VAT.

The IXUS 300 HS (white) is exclusively on sale at Jessops and is available from the end of May 2010.

The IXUS 300 HS (red) is exclusively on sale at John Lewis and is available from the end of May 2010.

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#### **Editors only**

For Canon product images please visit [www.canon.co.uk/press\\_centre](http://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.

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<sup>1</sup> Some high-speed modes output at reduced resolution. See specifications for details.