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Exquisite style and intelligent technology: the Digital IXUS 980 IS and Digital IXUS 870 IS



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United Kingdom / Republic of Ireland, 17 September 2008: Canon today re-energises its Digital IXUS compact camera range with two new models: the **Digital IXUS 980 IS** and **Digital IXUS 870 IS**, which replace the Digital IXUS 960 IS and Digital IXUS 860 IS respectively.

The flagship 14.7 Megapixel Digital IXUS 980 IS brings several exciting 'firsts' to the IXUS range – including manual control, and a striking design available in stylish, head-turning black, as well as traditional IXUS silver. The 10 Megapixel Digital IXUS 870 IS features a 4.0x wide-angle (28mm) optical zoom, a high-resolution 3.0" PureColor LCD II, and comes finished in gold or silver. Both cameras use Canon's new DIGIC 4 processor, for fast performance and richly detailed, clean images in a huge number of shooting situations.

Creative shooting options

For those looking to take their photography to the next level, the Digital IXUS 980 IS offers a first for Digital IXUS: a Manual Mode that allows control of shutter speed and aperture¹. This is ideal for unusual lighting situations or expressive, experimental shots. For split-second photo opportunities, a second new mode – QuickShot – uses the optical viewfinder for framing and focusing, virtually eliminating shutter lag.



¹ Choice of aperture settings is limited.

The Digital IXUS 870 IS features a wide-angle (28mm) 4x optical zoom, ideal for large group shots, atmospheric interiors or architecture. Both cameras feature Canon's optical Image Stabilizer technology, for blur-free shots throughout the zoom range and in low-light conditions.

DIGIC 4: intelligent processing for better photos

The Digital IXUS 980 IS and Digital IXUS 870 IS both feature Canon's new DIGIC 4 image processor. As well as ensuring ultra-fast operation and superb, low-noise images, DIGIC 4 drives several intelligent technologies that make great photos easier than ever.

People shots benefit from improved Face Detection Technology, which even detects faces positioned at an angle to the camera, or in profile.

Face Select & Track tracks a specific subject even more accurately, while a new FaceSelf-timer function – which automatically triggers the shutter shortly after a new face enters the frame – makes group shots and self-portraits easy.

Canon's improved Motion Detection Technology delivers fantastic, sharp results by registering camera and subject movement, then automatically adjusting ISO to prevent image blur. Blur is further guarded against by new Servo AF, which continuously adjusts focus on subjects moving towards or away from the camera.

DIGIC 4 also powers Canon's new i-Contrast feature, which brings out great, natural-looking detail in dark areas of pictures – without blowing out lighter areas.

High-quality movies for longer

Both cameras offer smooth, 30fps VGA video shooting. Superior compression technology allows the Digital IXUS 980 IS and Digital IXUS 870 IS to store up to 40% more footage to memory card than their predecessors – with no reduction in video quality.

"The Digital IXUS 980 IS and Digital IXUS 870 IS offer a perfect blend of technical innovation and classic IXUS design," commented Mogens Jensen, Head of Canon Consumer Imaging Europe. "These cameras are equally striking inside and out."

Pricing & Availability:

The IXUS 980 IS is available from late September priced at £349.99 / €459.99 inc VAT

The IXUS 870 IS is available from late September priced at £269.99 / €349.99 inc VAT

Features at a glance:

- 14.7 Megapixels (Digital IXUS 980 IS), 10.0 Megapixels (Digital IXUS 870 IS)
- Colour variations²
 - Black or Silver (Digital IXUS 980 IS)
 - Gold or Silver (Digital IXUS 870 IS)
- 3.7x optical zoom lens with optical Image Stabilizer (Digital IXUS 980 IS)
- 4x wide-angle (28mm) optical zoom lens with optical Image Stabilizer (Digital IXUS 870 IS)
- Manual control (Digital IXUS 980 IS only)
- DIGIC 4 for outstanding images and fast response times
- Great people shots with Face Detection AF/AE/FE/WB, FaceSelf-Timer and Face Select & Track
- Targets all the main causes of blur with High ISO Auto, optical Image Stabilizer, Motion Detection Technology and Servo AF
- Auto Red-Eye Correction in shooting and playback
- i-Contrast boosts brightness and retains detail in dark areas
- 2.5" PureColor LCD II with wide viewing angle plus optical viewfinder (Digital IXUS 980 IS)
- 3.0" PureColor LCD II with wide viewing angle (Digital IXUS 870 IS)
- Multi Control Dial and customizable My Menu
- Smooth, 30fps VGA movies

For more information, please check 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 1,800 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.