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Great shooting now comes in black: the Digital IXUS 980 IS



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Canon's new **Digital IXUS 980 IS** has a totally new design, finished – for the first time – in cool, all-over black. But there's far more to this camera than good looks. It's packed with the very latest in imaging technology. A 14.7 Megapixel resolution gives you the detail for massive, poster-size prints. Canon's latest DIGIC 4 processor powers features like Face Detection and Motion Detection Technology - so taking stunning photos becomes so easy, you could do it with your eyes shut.

For those who like to experiment, the Digital IXUS 980 IS offers another all-new feature for Digital IXUS: a Manual mode that allows control of shutter speed and aperture. It's ideal for handling tricky lighting conditions, or getting dramatic effects like motion blur. And if you see something that deserves a place on YouTube, you can switch to shooting great 30fps VGA movie clips.

Pricing & Availability:

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

Key features:

- Eye-catching, stylish 14.7 Megapixel Digital IXUS in black or silver
- 3.7x optical zoom with optical Image Stabilizer
- The first Digital IXUS with Manual control

- DIGIC 4 for superb image quality and fast responsiveness
- Great shots in all situations with Face Detection, FaceSelf-timer, Red-Eye Correction, Motion Detection Technology, Servo AF and i-Contrast.

– Ends –

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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.