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## **Canon emphasises ease with three new PowerShot models**

**Amstelveen, The Netherlands, 18 January, 2007:** Canon today updates its bestselling PowerShot range with three affordable new models – the PowerShot A450, PowerShot A460 and PowerShot A550. Replacing the PowerShot A420 and PowerShot A430 respectively, the entry-level PowerShot A450 and PowerShot A460 add improved specifications while retaining the point-and-shoot simplicity of their predecessors. The 7.1 Megapixel PowerShot A550 replaces the PowerShot A530 and incorporates several new design features for enhanced ease of use. Remarkably compact and lightweight, all three cameras offer the superb build quality found throughout the PowerShot range.

Features at a glance:

### **PowerShot A460/PowerShot A450**

- 5.0 Megapixels
- 4x optical zoom (3.2x PowerShot A450)
- DIGIC II, iSAPS and 5-point AiAF
- Wide range of shooting modes
- 2.0" LCD

### **PowerShot A550**

- 7.1 Megapixels
- 4x optical zoom
- DIGIC II, iSAPS and 9-point AiAF
- Redesigned Shooting Mode dial
- 30fps VGA movies with sound
- 2.0" LCD with dedicated Playback button

With the appeal of digital expanding beyond the traditional age bracket, the three new PowerShot models are positioned to meet an increasing demand for no-fuss cameras that every member of the family can pick up and use – from kids to grandparents.

“For novice photographers and first time digital camera buyers, simplicity of use is a crucial factor,” said Mogens Jensen, Head of Canon Consumer Imaging Europe. “These new additions to the PowerShot range illustrate that affordable, snapshot photography need not mean a compromise on quality.”

### **Ease of Use**

The three cameras have been designed with ease of use firmly in mind. Key controls and buttons are intuitively positioned for fast, fingertip access. A selectable Grid Line Display on the LCDs helps with shot composition, while the 2.0” screen size makes it easy for family members to view photos together without connecting to a PC. Conveniently powered by AA batteries, the cameras offer impressive battery life with up to 11 hours playback on a single charge (with Canon NB-3AH batteries).

A wide range of shooting modes cover most family and social situations, allowing users to shoot without having to worry about camera settings. The PowerShot A550 simplifies shooting even further by bringing the most commonly used Special Scene modes – such as Night Snapshot and Kids & Pets – out of the menu system and onto the camera’s Shooting Mode dial. My Colors allows users to apply photo effects direct from the camera while shooting, with options including Sepia and Black & White.

All three cameras feature a Movie mode for VGA quality clips with audio of up to 60 minutes in length or 1GB file size (whichever is reached first).<sup>1</sup> Movies and photos can be viewed on a TV via the AV out connection.

### **Direct printing**

All cameras are PictBridge compliant for instant direct printing to compatible printers. Users can also print ID photos and still images from movies when connected to a SELPHY CP series printer. The handy Print/Share button on each camera allows one-touch printing and hassle-free uploads to Windows or Macintosh systems.

The cameras’ menu systems now feature support for Ukrainian and Romanian, bringing the total number of supported languages to 25.

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<sup>1</sup> Depending on memory card speed and capacity

**About Canon Consumer Imaging, Canon Europe**

Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of photographic and imaging technology. Canon Inc. was founded in 1937 and has a heritage of nearly 70 years in optics research and development.

The Consumer Imaging division incorporates the following product groups: photo, video, ink jet and laser printers and multifunctional devices, projectors, scanners and fax machines.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)

## Additional Information

### Software and CANON iIMAGE GATEWAY

The PowerShot A450, PowerShot A460 and PowerShot A550 come bundled with the following Canon Software:

- ZoomBrowser EX 5.8 (Windows), ImageBrowser 5.8 (Macintosh): For organising and editing images, movies and slideshows, or creating and printing digital photo albums.
- PhotoStitch 3.1: For creating panoramic photos from multiple images (Windows and Macintosh).

The bundled software supports Windows 2000 (SP4), XP (SP1/2), Vista and Macintosh OS X v10.3-v10.4. The cameras support PTP for driverless transfer to Windows XP and Macintosh OS X, along with MTP for image and movie transfers to Windows Vista.

Purchasers of the cameras are eligible for membership of CANON iIMAGE GATEWAY<sup>2</sup>, 100MB of online 'personal gallery' space for sharing stills and video with family and friends.

### Accessories

A complete range of optional accessories is available:

- High Power Flash (HF-DC1)
- Soft Case (PowerShot A460 and PowerShot A450: DCC-400  
PowerShot A550: DCC-80)
- Compact AC Power Adapter (ACK800)
- Battery Charger Kit (CBK4-300)
- NiMH Batteries (NB4-300)

The cameras are compatible with MMC/SD/SDHC cards, and come supplied with a 16MB Canon memory card.

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<sup>2</sup> CANON iIMAGE GATEWAY is not available in all European countries. Please see [www.cig.canon-europe.com](http://www.cig.canon-europe.com) for available countries. Movie upload requires users to download and install the movie upload task, available after registration from the CANON iIMAGE GATEWAY site.

## Technologies Explained

### **DIGIC II**

Canon's purpose-built DIGIC II (DIGital Imaging Core) image processor links all primary camera functions for maximum efficiency. High-speed processing results in outstanding responsiveness, rapid auto focus and extended continuous shooting ability. Advanced image processing algorithms deliver superb image detail and colour reproduction with accurate white balance and minimal noise. DIGIC II operates efficiently to extend battery life, for longer shooting on a single charge.

### **iSAPS**

iSAPS (Intelligent Scene Analysis based on Photographic Space) automatically optimises key camera settings before every shot. Each scene is analysed and cross-referenced against Photographic Space – a vast in-camera library of photographic data. This enables the camera to make optimal adjustments to auto exposure, auto focus and auto white balance before image capture occurs.

### **AiAF**

Canon's AiAF (Artificial intelligence Auto Focus) intelligently scans and selects subjects from a set of focusing areas across the scene – five on the PowerShot A450 and PowerShot A460, and nine on the PowerShot A550. This ensures accurately focused images even when subjects are not in the centre of the frame.