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Ultimate image control: RAW shooting arrives for the PowerShot SX1 IS



Hi-res versions of these and other images can be downloaded from
http://www.canon.co.uk/press_centre

United Kingdom / Republic of Ireland, 18 February 2009: Canon announces an exciting add-on for its celebrated **PowerShot SX1 IS** digital compact camera: firmware that allows users to capture images in RAW format.

Owners of the PowerShot SX1 IS will be able to download a firmware update which gives them the option of shooting images in high-detail, unprocessed RAW format. This is ideal for photographers seeking control over key image parameters after they shoot – rather than before.

Plus, for powerful, intuitive post-production, users of the PowerShot SX1 IS can also download a free copy of Canon's Digital Photo Professional software. This high-speed RAW editor lets users adjust key settings, such as white balance, exposure compensation and sharpness before conversion to JPEG.

The firmware will be available for download from mid-March. PowerShot SX1 IS owners should check <http://web.canon.jp/imaging/BeBit-e.html> for information and availability. Digital Photo Professional will be also available to download from the BeBit website.

For more information about the PowerShot SX1 IS – the first Canon digital compact camera to feature Full HD 1080i movie recording and fast 4fps JPEG continuous shooting – please visit

http://www.canon-europe.com/About_Us/Press_Centre/Product_Information/cameras_accessories/PowerShot_SX1_IS.asp

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