

Press release

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Better photos for all the family with Canon's PowerShot SX100 IS



Hi-res versions of these and other images can be downloaded from
www.canon-erc.com/gen

Introducing Canon's new PowerShot SX series – family photos have never looked so good.

From holidays to family gatherings, the PowerShot SX100 IS is the perfect accessory to help you capture those moments that make every day special. Packed with features to help novice or very young photographers get better results, the camera includes a powerful zoom that picks even the smallest faces out of a crowd. With a compact design that fits in anyone's hand, this affordable camera makes photography fun for the whole family!

Thanks to its 10x zoom lens with optical Image Stabilizer, the PowerShot SX100 IS takes stunning pictures from any distance. Pressing the new Face Selector button activates Canon's Face Select and Track feature which allows you to select a single face in a crowd – on the beach or at a school play – and keeps it properly focused and exposed. With features for better low-light shots and easy red-eye removal, the PowerShot SX100 IS is perfectly equipped for any family shooting situation. The camera's Long Play movie mode even lets you record long movies that take up less memory.

Features:

- 10x optical zoom lens
- 8.0 Megapixels
- Face Detection Technology
- Face Select and Track function with Face Selector button



- Red-Eye Correction
- Canon's total anti-blur solution with high ISO, Auto ISO Shift and optical Image Stabilizer
- 2.5" LCD screen
- Movie modes including Long Play (LP)

– Ends –

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 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