

## Press Release

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# New PowerShot SX series to drive demand for affordable super zoom compacts



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Canon's PowerShot SX series establishes a new product category in the digital stills compact (DSC) camera market – the family super zoom. Launched today with the PowerShot SX100 IS, the SX series is targeted at families seeking an affordable and easy to use camera that offers extended optical zoom in a compact form.

“The market for super zoom cameras has traditionally been dominated by high-end models targeted at advanced photo-enthusiasts,” explained Mogens Jensen, Head of Canon Consumer Imaging, Europe. “The PowerShot SX series addresses a growing gap in the market for more compact models that offer the same level of optical performance but at a lower price point.”

With the European digital camera market now led by repeat purchases, research indicates that consumers are increasingly attracted by features that match the way they take photos – and for a large number of European households, optical zoom is key. According to a recent survey from InfoTrends, overall camera quality and extended zoom were two of the leading factors cited by European camera upgraders.<sup>1</sup>

Advances in manufacturing processes have enabled Canon to equip the new SX series with premium features as standard. The 10x optical zoom on the PowerShot SX100 IS, for instance, incorporates an optical Image Stabilizer (IS) – technology first developed for Canon's respected range of professional photo

<sup>1</sup> InfoTrends, *Western European Digital Photography Survey 2007*



lenses. Creative shooting modes – including full Manual control - are complemented by features that increase the success rate when photographing people. Platform technologies include Face Detection, automatic Red-Eye Correction in playback, and high ISO capabilities that work with optical IS to combat image blur.

These leading technologies are designed to work in the background so that all users – from kids to grandpa – can concentrate on taking better photos, more easily.

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#### **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 more than 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)