

Press Release

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Canon takes you closer to the detail with the wide-angle super zoom PowerShot SX20 IS



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United Kingdom / Republic of Ireland, 19 August 2009: Canon today announces the new **PowerShot SX20 IS** – a digital compact camera with a 20x wide-angle super zoom lens – enabling photo enthusiasts to get closer to their chosen subject.

The Canon PowerShot SX20 IS's 2.5 inch vari-angle PureColor LCD display coupled with the full manual controls will allow photographers an even greater range of creative options. The versatile camera, a successor to the SX10 IS, now features HD video (720p) to ensure you capture video in the sharpest detail.

The PowerShot SX20 IS has a 20x wide-angle (28mm) optical zoom which zooms from 28mm to 560mm giving excellent flexibility with composition. The lens features both an Ultrasonic Motor (USM) and a Voice Coil Motor (VCM) for fast, silent focus and zooming – making the camera unobtrusive and easy to use, whether shooting stills or video footage. Combined with a wide-angle view the camera is ideal for shooting wildlife photography or sports events.

A 12.1 Megapixel image sensor is capable of capturing each moment in incredible detail, with DIGIC 4 image processing for high image quality, responsive operation and

advanced noise reduction. Shots are enhanced by optical Image Stabilizer (IS) technology, which helps reduce camera shake and image blur. This gives users a 4-stop advantage when it comes to shooting in low-light conditions – making the camera easy to use indoors or at night without resorting to flash.

Creative freedom meets high definition video

To help users make the most of these creative possibilities, the PowerShot SX20 IS includes a vari-angle 2.5 inch PureColor VA LCD display, which can be used in a wide variety of shooting situations from macro level to street photography – giving photographers maximum flexibility when framing their shots.

The LCD display is useful when shooting high definition video too. The PowerShot SX20 IS can record HD video at 720p resolution and includes a dedicated movie button for instant access to movies in still mode and instant stills shooting during movie recording. The inclusion of an HDMI mini port makes it easy to playback footage on compatible TVs. The all-digital HDMI connection offers numerous benefits, including an incredible level of picture detail and reproduction of the SX20 IS's CD-quality stereo sound.

Advanced features, maximum ease of use

More experienced users can also choose to use their own preferred presets or even opt for full manual control, making the PowerShot SX20 IS an excellent all-rounder for all levels of photography experience.

To make the PowerShot SX20 IS as easy-to-use as possible, it features an enhanced version of Canon's Smart Auto Mode with Scene Detection Technology. This automatically detects faces, distance, motion, colour and brightness in the frame, with the camera selecting from one of 22 scene variables to optimise settings for the best results.

Face Detection, Face Self-Timer and Auto Red-Eye Correction make shooting even easier. Additionally, the PowerShot SX20 IS combats blur with Motion Detection Technology and Servo AF/AE, which enables users to select a subject in the frame while the camera continually adjusts focus and exposure. Continuous Shooting AF adjusts auto focus between shots – so users can capture action with clarity – ideal for shooting birds in flight, or high-octane sporting action.

Users will also benefit from helpful Hints & Tips incorporated within the user interface. Short descriptions of functions simplify the interaction with the camera and encourage the user to explore the features - thereby taking better shots.

In addition, the PowerShot SX20 IS includes an enhanced version of i-Contrast: Canon's Intelligent Contrast Correction technology, which is ideal for shooting in difficult lighting situations. i-Contrast optimises the dynamic range to prevent highlight blowout, while retaining shadow detail. This makes it ideal for use with outdoor portraits, for example, where extremes of shadow and sun can make creating balanced images difficult.

The PowerShot SX20 IS has a built-in hot shoe that enables it to be used with a range of optional accessories including Speedlite EX flashes (including 270EX, 220EX, 430EX II, 580EX II) as well as the Speedlite Transmitter ST-E2 and Off-Camera Shoe Cord OC-E3.

Pricing & Availability

The PowerShot SX20 IS is available from late August 2009 priced at £399.00 / €459.00 RRP inc. VAT.

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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 1,700 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.