

Press Release

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Canon unveils the ultimate digital compact camera - the PowerShot G11 with Dual Anti-Noise System



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United Kingdom / Republic of Ireland, 19 August 2009: Canon today announces the launch of the **PowerShot G11** digital compact camera, successor to the multi-award winning PowerShot G10, with a host of stunning new features.

Key innovations on the PowerShot G11 include a high-resolution vari-angle LCD screen and greatly improved noise reduction. Canon's new Dual Anti-Noise System combines a high sensitivity 10.0 Megapixel image sensor with Canon's enhanced DIGIC 4 image processing technology to greatly reduce noise and increase quality equal to 2-stops. The Dual Anti-Noise System allows photographers to capture full resolution images - using up to ISO 3200 - in difficult low-light conditions. This makes it easier than ever to take stunning low-light portraits or retain the ambient light detail with late-night landscapes. Motion blur can also be substantially reduced.

Flexible shooting options with vari-angle LCD

The PowerShot G11 introduces enhanced flexibility with a new 2.8-inch vari-angle PureColor II VA LCD – a feature introduced as a direct result of customer feedback. The adaptable screen makes the PowerShot G11 ideal for shooting in all situations, such as

reportage photography where using the optical viewfinder may not be practical. Perfect for creative and macro photography, the vari-angle lens has a wide viewing angle and 461k dot resolution with natural colour accuracy, giving photographers a detailed view of their subjects – both pre and post-shoot.

The premium quality Canon lens delivers picture-perfect performance, offering a 5x wide angle (28mm) zoom with optical Image Stabilizer (IS). This allows handheld shots to be taken at much slower shutter speeds (4-stops) than conventional non-IS models - allowing perfect shooting in darker conditions or at a lower ISO.

DIGIC 4 - enhanced, improved, expanded

Professional photographers and budding amateurs alike will benefit from improvements to Canon's DIGIC 4 image processing technology within the PowerShot G11.

These improvements include enhancements to Intelligent Contrast Correction technology - i-Contrast - which optimises the dynamic range of images, to help prevent highlight blowout, while retaining low-light detail. i-Contrast is ideal for use in difficult lighting situations where there is a wide disparity between dark and bright areas of a scene, as can be the case with outdoor portraits. A new Low Light mode can be used to achieve low noise levels at reduced resolution in a higher ISO range – ideal for indoor and low-light photography, users can capture 2.5 Megapixel images at up to ISO 12800 and 2.4 frames per second.

The PowerShot G11 also includes a built-in 3-stop Neutral Density (ND) filter and white balance fine control which enables photographers to more accurately account for variations in natural and artificial light, such as differences in colour tone across various kinds of tungsten light bulbs. The ability to make such fine adjustments in-camera can cut processing time post-shoot – while enabling photographers to be more creative in the field.

Smart Auto Mode – now even smarter

DIGIC 4 now includes an enhanced version of Canon's Smart Auto Mode with Scene Detection Technology. The PowerShot G11 will automatically analyse and compare the scene to 22 types of scene, applying the best settings for optimum output – a great asset to those who love to point-and-shoot without worrying about the technical details. Smart Auto now also detects the movement of people in a scene,

activating Servo AF/AE to ensure that focus and exposure are locked onto that subject. Photographers can also take advantage of Quick Shot – a shooting method that cuts shutter lag by using the optical viewfinder for focus and framing.

Great features for professional results

Whether amateur or professional, the PowerShot G11 offers an exceptional range of features and accessories for expanding a photographer's shooting opportunities. The digital compact includes the ability to shoot in RAW format and is compatible with Canon's Digital Photo Professional (DPP) software, ensuring that photo shoots can be easily integrated into a photographer's workflow.

The PowerShot G11 can also be used with a wide range of Canon accessories, including the Speedlite 270EX, 430EX II and 580EX II; Macro Twin Lite MT-24EX and Macro Ring Lite MR-14EX flashes for enhanced shooting options; the Speedlite Transmitter ST-E2, Speedlite Bracket and Remote Switch RS-60E3. Underwater photographers can even team the PowerShot G11 with the specially designed Waterproof Case WP-DC34 - an underwater housing allowing full control of the camera at depths of up to 40m. The PowerShot G11 includes an HDMI port so users can share their images with friends and family using a compatible TV or display with an optional HDMI cable.

Owners of the PowerShot G11 are entitled to free membership of CANON iMAGE GATEWAY, an online photo sharing service. Users can take advantage of great new features like the increase in storage capacity to 2GB in October, allowing the upload and sharing of hundreds of high-quality images. Friends and family can also enjoy viewing your online photo albums from their mobile phones with the new mobile phone browsing feature. In addition, owners of Canon PIXMA inkjet printers can now create, share and print images from their photo album using the new PIXMA Album Printing feature. CANON iMAGE GATEWAY is the ideal site for Canon users to share high-quality and memorable photos and video with family and friends.

Pricing & Availability

The PowerShot G11 is available from early October 2009 priced at £569.00 / €659.00 RRP inc. VAT.

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About Canon (UK) Limited

Canon is a world-leading innovator and provider of imaging and information technology solutions for the home and office environments.

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.