

Press Release

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Return of the pocket-sized power house - the PowerShot S-series is back



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United Kingdom / Republic of Ireland, 19 August 2009: Today Canon announces the **PowerShot S90** - marking the return of the Canon PowerShot S-series. The PowerShot S90 continues the PowerShot S-series tradition with impressive, fully manual features that deliver excellent image quality and user experience, including: Canon's Dual Anti-Noise System with an f/2.0 wide-angle lens, a 3.0 inch PureColor II LCD display and an intuitive new lens Control Ring.

Exceptional image quality in all conditions

The PowerShot S90 features Canon's Dual Anti-Noise System, combining a high sensitivity 10.0 Megapixel image sensor with Canon's enhanced DIGIC 4 image processor. Photographers can capture full resolution images - even in tricky lighting conditions - with the Dual Anti-Noise System taking maximum advantage of the available light, while substantially reducing image noise. This is particularly useful in low-light portrait and landscape photography, where users are able to shoot high-quality full resolution images even at ISO 3200. DIGIC 4 also includes an enhanced version of i-Contrast: Canon's Intelligent Contrast Correction technology, which delivers a wider dynamic range to reduce high-light blowout while retaining low-light detail.

The f/2.0 Advantage

Canon has fitted the PowerShot S90 with a wide aperture f/2.0 wide-angle lens to help photographers take full advantage of the Dual Anti-Noise System. The f/2.0 wide-angle lens allows twice as much light into the camera as an f/2.8 lens, enabling photographers to use faster shutter speeds to reduce blur or achieve a shallower depth of field. The camera also includes Canon's optical Image Stabiliser (IS) technology, which uses a lens-shift system to minimise camera shake and image blur – effectively giving photographers a 4-stop advantage over less capable cameras.

To help users capture the perfect shot, the PowerShot S90 includes a 3.0 inch LCD display, which features Canon's PureColor II LCD technology. It enables users to frame and review images easily thanks to an exceptionally wide viewing angle, 461k dot resolution and great colour rendition.

Sophisticated performance, sensational ease of use

As befits a camera of this calibre, the PowerShot S90 features a wide range of powerful manual and automatic controls that give photographers creative freedom.

The PowerShot S90 features an intuitive lens Control Ring, which enables users to adjust the settings of various functions by twisting the selector at the base of the lens barrel to the left or right. The Control Ring can be used as a quasi-manual zoom offering a closer view of subjects in 28mm, 35mm, 50mm, 85mm and 105mm steps. Additional settings can be assigned, such as ISO (in 1/3 stop increments), shutter, aperture, focus and exposure compensation - giving photographers a satisfyingly tactile experience. The Control Ring also helps enhance user interaction with the camera by offering fast, accurate scrolling through menus, functions and images. In new Nostalgic Mode the Control Ring can also be used to add an aged effect to the shot, from a subtle faded look to full grainy black and white.

Smarter Scene Detection

For more creative control, users can also choose from a variety of Scene Modes (SCN on the Control dial) that enable them to choose the best settings for particular shooting situations – ideal for creative effects or when shooting in difficult lighting. A new Low Light mode can help users capture reduced resolution 2.5 Megapixel images in very dim light at ISO speeds of up to ISO 12800 and at a fast 2.4 frames per second.

Photographers can also choose from a range of creative modes including Aperture priority AE, Shutter priority AE, Program AE, Manual and Custom modes. Choosing and using different camera settings is now even easier thanks to an improved menu navigation system, which includes 'Hints & Tips' on most settings and features.

The PowerShot S90 allows fine custom adjustment of the camera's white balance settings – enabling compensation of different kinds of tungsten, fluorescent and other light conditions for perfect results every time.

For quick and easy snaps, the PowerShot S90 includes Smart Auto with Scene Detection Technology. This selects the scene type from 22 variables, 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 measures movement of objects or people in a scene, activating Servo AF/AE to ensure that the focus and exposure are locked onto a subject.

In addition, the PowerShot S90 offers RAW format shooting and support for Canon's Digital Photo Professional (DPP) software, making it easy to integrate the camera into a user's digital workflow. Users will also find it easy to share images captured on the camera with family and friends, thanks to an HDMI mini port, which enables the camera to be connected to a compatible TV using an optional cable.

With a strong heritage and impressive range of features the PowerShot S90 is the ideal compact camera for technology and photographic enthusiasts alike.

Owners of the PowerShot S90 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 S90 is available from early October 2009 priced at £449.00 / €519.00 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.