

# Press Release

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## **Super power, super easy: The Canon PowerShot SX120 IS with 10x optical zoom lens**



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**United Kingdom / Republic of Ireland, 19 August 2009:** Canon today announces the **PowerShot SX120 IS** – a high quality, easy-to-use digital compact camera with a flexible 10x optical zoom lens which offers high resolution, DIGIC 4 image processing and Smart Auto Mode – making it easier than ever for everyone to capture superb-quality images.

The new PowerShot SX120 IS offers impressive power and usability features and builds on the success of its popular predecessor, the PowerShot SX110 IS, while the design incorporates ergonomic curved lines and a handsome, lightweight, black finish.

### Advanced technology with a flexible zoom

The PowerShot SX120 IS is ideal for capturing a variety of scenes and activities. A 10x optical zoom lens is perfect for family holidays or school sports days, when you often need extra zoom.

For pin-sharp results, the PowerShot SX120 IS features technologies that dramatically reduce camera shake and image blur. Canon's Image Stabilizer (IS), ISO Auto and Motion Detection Technology work together to form a complete Anti-Blur solution. To capture every detail, the PowerShot SX120 IS includes a 10 Megapixel sensor with Canon's powerful and intelligent DIGIC 4 processor – ensuring superb response times and natural colour reproduction. DIGIC 4 also takes care of difficult lighting conditions with i-Contrast – a technology which prevents highlight blowout, whilst retaining shadow detail.

### Simplicity alongside advanced control

For trouble free shooting the PowerShot SX120 IS includes Smart Auto and Easy modes with Scene Detection Technology. By analysing people, distance, brightness and colour in the scene, the camera automatically selects one of 18 scene variables to optimise settings for the best results - freeing the user to concentrate on picture taking, while the camera takes care of the technical details.

Framing and reviewing shots is simple too, thanks to a bright 3.0 inch LCD with wide viewing angle.

More experienced users can choose their settings with additional shooting modes such as Aperture Priority and Shutter Priority. A full manual control mode is also provided – perfect for users who wish to experiment with their shots.

The camera can also shoot VGA movies with sound, so users can film action as well as shooting beautiful stills.

### Perfect Portraits with Face Detection Technology

The PowerShot SX120 IS also comes with the latest DIGIC 4 Face Detection Technology which recognises up to 35 faces in a scene and automatically adjusts key focus and exposure settings to ensure everyone looks their best. This technology includes Auto Red-Eye Correction, Face Detection AF/AE/FE, and Face Self-Timer – a feature that is great for group shots and self-portraits as the camera waits until it detects a new face in the frame before taking the shot. Faces can also be detected if they are at an angle to the camera so that the correct focus and exposure can be achieved without subjects facing the camera directly.

Face Select & Track also allows the user to select a particular face to be the main subject of the photo. This person is then tracked as they move around the frame – making sure



the chosen face is the favoured subject and captured perfectly every time - ideal for shooting the important people in a crowded scene.

Whatever your level of photography expertise, the PowerShot SX120 IS takes stunning images while being simple and easy to use.

#### Pricing & Availability

The PowerShot SX120 IS is available from early August 2009 priced at £229.00 / €269.00 RRP inc. VAT.

- ENDS -

#### Editors only

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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.