

# Canon

Discover the new additions to Canon's PowerShot and IXUS ranges.

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Canon compact cameras are fully equipped and have a range of user friendly functions that will help the user capture high quality pictures every time.

#### CANON GENUINE LENSES

Every Canon camera has one: a genuine Canon lens. Over 70 years of innovation in Canon optics technology has secured the loyalty of professional photographers worldwide and inspired generations of remarkable images. A great lens is not only at the heart of every great image, but is absolutely necessary for creating it in the first place!

#### ZOOM AND WIDE-ANGLE LENSES

The superior zoom optics combined with the advanced Optical Image Stabiliser give excellent clarity and crisp detail throughout the zoom range and under all conditions. Canon's wide-angle lenses allow the capture of a much wider field of view giving an even stronger depth of field. The PowerShot SX210 IS exemplifies this thanks to its impressive 28mm wide-angle 14x optical zoom lens.

#### DIGIC 4 PROCESSOR

DIGIC 4, Canon's latest and most advanced image processor, gives images brilliant colour and smoother gradations, and performance is exceptionally fast and responsive. It also empowers high ISO speeds for images in low light with improved noise reduction.

#### SMART AUTO

Canon's complete and comprehensive Smart Auto mode drives all of its cameras and makes taking the best picture, no matter the conditions, easy. The camera automatically detects people and scene conditions and then applies the ideal settings – producing great images, just at the touch of a button. The NEW PowerShot SX210 IS even has this feature in video mode!

#### SMART FLASH EXPOSURE

Improves natural and ambient lighting in every shot, intelligently adjusting flash exposure to suit the subject and shooting conditions. In daylight it will detect and eliminate harsh facial shadows created when light reaches people at an angle, automatically engaging the flash to brighten up any poorly lit features. Flash power is also controlled during close-ups, preventing over exposure and retaining image detail of subjects shot from a short distance.

#### LOW LIGHT MODE

For use in places such as museums, parties and candlelit restaurants – automatically allowing the capture of atmospheric shots at a reduced resolution.

#### MORE CREATIVE OPTIONS: FISH-EYE AND MINIATURE EFFECT

New scene modes allow you to easily expand your photographic results. These include Fish-eye, which reproduces the effect of a fish eye lens in three different levels of intensity; and Miniature Effect, which reproduces the effect of a very narrow depth of field transforming normal landscapes for example into miniature look-alikes.

#### SMILE AND WINK SELF-TIMER

Makes taking group photos and self-portraits easier than ever. Once the shot has been set up, the camera waits for an extra face to get in the frame and wink or smile before releasing the shutter automatically.

#### TOUCH SCREEN TECHNOLOGY (IXUS 210 ONLY)

The IXUS 210 features a massive 3.5" PureColor II high resolution LCD full touchscreen, used for all functions when both shooting and viewing images. A single touch to a face or an object on the screen will also set auto focus. The focus will remain locked on the selected face/object whether the face/object or the camera moves and the exposure always compensates automatically!

#### YOUTUBE™ UPLOAD FUNCTION

Canon has added a new software function to its compact range, a YouTube Upload tool, for fast and easy uploading of your video clips to sharing websites like YouTube. This displays your movie clips and can store your YouTube login details, so you can just select your clip and upload with one click.



*PowerShot SX210 IS* >

*PowerShot A3100 IS* >

*PowerShot A495* >

IXUS >

Clever Canon features >

*PowerShot*



# PowerShot SX210 IS

## Super compact super zoom

With an impressive wide-angle 14x optical zoom and Canon Optical Image Stabiliser at its heart, plus full manual control and HD movies, the compact PowerShot SX210 IS is an alliance of power and style. Improved Smart Auto offers effortlessly great results across a wide range of shooting conditions even in video mode, whilst the manual control mode facilitates full aperture and shutter speed settings and creative control. An impressive resolution of 14.1 Megapixels allows the capture of every scene in rich detail, ensuring large prints – even of cropped pictures – retain high image quality. This is the ultimate travel compact, impressively equipped to capture every special moment.

### FEATURES

**14.1 Megapixels**

**14x zoom, 28mm wide-angle genuine Canon lens**

**Smart Flash Exposure and i-Contrast**

**DIGIC 4 for exceptional fast processing**

**Manual, Av and Tv modes**

**Wide 7.6cm (3.0") PureColor II G LCD with enhanced strength and visibility**

**Shooting modes include Smart Shutter, Low Light, Fish-eye and Miniature Effect**

**Smart Auto, Face Detection and on-screen Hints and Tips**  
– 22 specially defined scenes

**HD Movies (720p) with optical zoom, stereo sound, HDMI and Smart Auto**

– enables quick, easy shooting of smooth, high quality movies

**Canon 4-stop Optical Image Stabiliser with Dynamic IS**

– gives crisp, clear images throughout the 14x zoom range

**Compact, metal body**

– lightweight yet robust, perfect for carrying everywhere

**Canon's free web uploader software**



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*PowerShot A3100 IS* >

*PowerShot A495* >

*iXUS* >

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# PowerShot A3100 IS

## Effortless results, affordable style

The intelligent and compact PowerShot A3100 IS packs Canon image quality into a slim, lightweight body to make shooting a breeze – it's as easy as point and shoot. Onscreen Hints and Tips and easy operation mean this is the perfect choice for beginners and everyone else who wants the perfect combination of style and convenience – giving great results every time.

### FEATURES

#### 12.1 Megapixels

#### Genuine Canon 4x optical zoom with Image Stabiliser

#### DIGIC III, i-Contrast and Smart Flash Exposure

#### 6.7cm (2.7") high resolution LCD

#### 18 shooting modes including Low Light

#### Face Detection, FaceSelf-Timer and Auto Red-Eye Correction

– people shots made easy

#### Smart Auto mode with Scene Detection Technology

– the camera selects the scene type from 18 variables

#### Easy Mode and on-screen

#### Hints and Tips

– disables all but essential controls

#### Motion Detection Technology and Optical Image Stabiliser

– combats blur throughout the zoom range

#### Li-ion battery and charger

– long battery life and economic and environmental benefits

#### Canon's free web uploader software



*PowerShot SX210 IS* >

*PowerShot A3100 IS* >

*PowerShot A495* >

IXUS >

Clever Canon features >

# PowerShot A495

## Fun, pocket-sized and easy to use

Affordable, easy and fun, the PowerShot A495 has a compact, lightweight design that slips easily into the pocket. A 10.0 Megapixel sensor gives superb detail and the simple button layout means operation has a relaxed simplicity. For simple point-and-shoot operation with great results every time the compact easy-to-use PowerShot A495 with intelligent shooting power is the perfect choice.

### FEATURES

#### 10.0 Megapixels

#### Genuine Canon 3.3x optical zoom lens

#### DIGIC III for fast image processing

#### 6.2cm (2.5") LCD

#### 16 shooting modes including Low Light

#### Smart Auto mode with Scene Detection Technology

- the camera selects the scene type from 18 variables

#### Simple button layout

- easy-to-use interface

#### Face Detection, FaceSelf-Timer and Auto Red-Eye Correction

- people shots made easy

#### Motion Detection Technology

- combats blur

#### Long Play Movies

- 30fps VGA movie clips with sound

#### Canon's free web uploader software



[PowerShot SX210 IS >](#)

[PowerShot A3100 IS >](#)

[PowerShot A495 >](#)

[iXUS >](#)

[Clever Canon features >](#)



[IXUS 210 >](#)

[IXUS 130 >](#)

[IXUS 105 >](#)

[PowerShot >](#)

[Clever Canon features >](#)

# IXUS



# IXUS 210

## Stunning images at your fingertips with advanced touch screen

Offering a compelling blend of photographic features and effective technologies, the stylish 14.1 Megapixel IXUS 210 combines an ultra-wide 24mm Canon lens with 5x optical zoom, advanced touch screen and HD movies in a stylish, lightweight, metal body. The massive 3.5" PureColor II high resolution LCD full touch screen ensures framing and playing back images are both easy and enjoyable.

### FEATURES

#### 14.1 Megapixels

**Genuine Canon 24mm ultra wide-angle 5x zoom lens with Optical Image Stabiliser**

#### Customisable touch screen

- offers easier and more intuitive operations

#### Touch AF, custom icon layout and tap control

- just a touch away from selecting shooting modes

#### DIGIC 4 for exceptional fast processing

**Wide 8.8cm (3.5") PureColor II Touch LCD with touch control**

**Shooting modes include Low Light, Fish-eye and Miniature Effect**

#### Smart Shutter with Smile, Wink Self-Timer and FaceSelf-Timer

**Smart Flash Exposure and i-Contrast**

#### HD Movies (720p) and HDMI connection

- enables quick, easy shooting of high quality movies

#### Smart Auto, Face Detection and Hints and Tips

- 22 specially defined scenes

**Canon's free web uploader software**



IXUS 210 >

IXUS 130 >

IXUS 105 >

PowerShot >

Clever Canon features >



# IXUS 130

## Slim, smooth and distinctively IXUS

The ultra-thin, elegant, 14.1 Megapixel IXUS 130 is the slimmest wide-angle IXUS, with no compromise on style or performance. With a 28mm wide-angle lens, Smart Auto and HD movies it incorporates all the features needed to take stunning shots and effortlessly create HD movies clips.

### FEATURES

#### 14.1 Megapixels

Genuine Canon 28mm wide-angle 4x zoom lens with Optical Image Stabiliser

DIGIC 4 for exceptional fast processing

Smart Shutter with Smile, Wink Self-Timer and FaceSelf-Timer

Smart Flash Exposure and i-Contrast

6.9cm (2.7") PureColor II G LCD with enhanced strength and visibility

Shooting modes include Low Light, Fish-eye and Miniature Effect

#### HD Movies (720p) and HDMI connection

- enables quick, easy shooting of smooth, high quality movies

#### Smart Auto, Face Detection and on-screen Hints and Tips

- effortless shooting in a variety of conditions using 22 specially defined scenes

#### Canon's free web uploader software



IXUS 210 >

IXUS 130 >

IXUS 105 >

PowerShot >

Clever Canon features >

# IXUS 105

## Fun, easy, everyday shooting in IXUS style

The compact, stylish and easy-to-use 12.1 Megapixel IXUS 105 delivers great value combined with high image quality. It features a versatile 28mm wide-angle lens with 4x optical zoom and Optical Image Stabilisation for blur free images. Plus a host of intelligent Canon technologies, including Smart Auto, effortlessly create stunning pictures across a wide range of shooting conditions.

### FEATURES

#### 12.1 Megapixels

**Genuine Canon 28mm wide-angle 4.0x zoom lens with Optical Image Stabiliser**

**DIGIC 4 for exceptional fast processing**

**6.8cm (2.7") PureColor LCD II**

**Shooting modes including Low Light**

**Smooth, 30fps VGA movies with Long Play**

**Smart Auto with Smart Flash Exposure and Scene Detection Technology**

– effortless shooting in a variety of conditions using 18 specially defined scene options

#### **Face Detection, FaceSelf-Timer and Auto Red-Eye Correction**

– a detection technology collection to ensure great looking shots every time

#### **ISO Auto, Motion Detection Technology and IS**

– combats blur caused by camera shake

#### **i-Contrast**

– helps retain shadow and highlight detail in tricky lighting conditions

#### **Canon's free web uploader software**



IXUS 210 >

IXUS 130 >

IXUS 105 >

PowerShot >

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