

Press Release

Effortless results, affordable style - Canon launches the new PowerShot A3100 IS and PowerShot A3000 IS

Republic of Ireland, 5th January 2010 – Canon today launches the **PowerShot A3100 IS** and **PowerShot A3000 IS**, two new digital cameras that are compact, great looking and extremely easy to use. Packed with a range of clever and user-friendly features, the new models make photography more enjoyable than ever, helping users get great shots with the minimum of effort.

With genuine Canon lens technology and DIGIC III processing, the PowerShot A3100 IS and PowerShot A3000 IS offer excellent performance and great value. Both sport a new, slim and lightweight body with an attractive exterior design, combining stand-out looks with a range of intelligent technologies. The PowerShot A3100 IS is available in a selection of bright, attractive colours, offering a choice of blue, red and silver variants, while the PowerShot A3000 IS comes in silver with a subtle black trim. The new models will succeed the current PowerShot A1100 IS, and mark a true step forward for the PowerShot A series line.

Canon quality – both inside and out

The PowerShot A3100 IS features a 12.1 Megapixel imaging sensor, while the lower-cost PowerShot A3000 IS offers 10.0 Megapixels of resolution. Equipped with DIGIC III processing, a 4x optical zoom lens and integrated optical Image Stabilizer, both provide rich, detailed and blur-free images. A bright, 6.7cm (2.7") high resolution LCD screen offers crisp playback, enabling users to frame and review images in pin-sharp clarity.

Both new models also make it easy to capture the perfect shot, thanks to the intelligent Smart Auto mode. Smart Auto with Scene Detection Technology recognises up to 18 different scenes and automatically applies the optimum settings required to capture the best picture.

Smart Auto also includes i-Contrast technology, which analyses images to deliver perfect exposure, adding brightness and detail to darker sections without blowing out correctly-exposed areas. Additionally, Canon's Easy mode provides super-simple settings for beginners, deactivating most of the buttons and removing icons from the screen for straightforward point-and-shoot photography.

Smart Flash Exposure improves natural and ambient lighting in every shot, intelligently adjusting flash exposure to suit the subject and the shooting conditions. In daylight, for example, Smart Flash Exposure 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 macro shooting, preventing over exposure and retaining image detail of subjects shot from a very short distance.

Face Detection Technology makes it easy to take pictures of friends, tracking faces and providing correct exposure and focus for the best results. Face Select & Track allows one

face to be given priority over others in a group if required, while Red-Eye Correction identifies and corrects red eyes, making sure everyone looks their best. The smart FaceSelf-Timer feature allows the photographer to be included in group photos, only taking the shot when an extra face has entered the frame.

Creative shooting with minimum effort

A range of creative shooting features includes the new Low Light mode, which provides improved performance in challenging lighting conditions at 2.0 Megapixel resolution. The new Super Vivid mode injects new life into subjects, adding colour to images to provide a dramatic, enriched effect. The cameras also feature the new Poster Effect mode, which reduces the number of colours to create retro-looking, poster-style images.

The PowerShot A3100 IS makes it easy to navigate menus, with on-screen Hints & Tips providing simple explanations of camera functions for superb ease-of-use.

In addition to high-quality images, both the PowerShot A3100 IS and the PowerShot A3000 IS capture video at VGA resolution with sound, offering users the ability to go beyond stills. Both models feature comprehensive software packages, including an integrated YouTube™ upload function, for sharing videos online quickly and easily.

For the first time in a PowerShot A series model, the new models both feature Lithium-ion battery packs. Lightweight and rechargeable, Lithium-ion battery packs are slim and easier to carry, and provide the convenience of being able to be charged on demand. Both cameras are also compatible with SDHC and SDXC storage cards, offering up to 2TB (SDXC only) of convenient and reliable memory that users can take anywhere.

CANON iIMAGE GATEWAY – share your stories

Owners of the new PowerShot A3100 IS and PowerShot A3000 IS are entitled to free membership of CANON iIMAGE GATEWAY, an online facility for sharing photos and video. Users can take advantage of up to 2GB of personal storage capacity, creating enough room for hundreds of high-quality images. Mobile browsing is also supported, making it easy for friends and family to view photos on the move.

Pricing & Availability

The PowerShot A3100 IS is available from February 2010 priced at €219.00 RRP inc. VAT.

The PowerShot A3000 IS is exclusively on sale at Argos and available from February 2010.

– ENDS –

For further information please contact:

Piaras Kelly

A&R Edelman

01 6789333

086 8131691

pkelly@arpartners.com

About Canon (Ireland) 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 Ireland is the Irish operation for the global company based in Tokyo, Japan. Canon products have been marketed in Ireland since 1978.

The main business focus for Canon (Ireland) 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.