

Technologies Explained – PowerShot A495 PowerShot A490

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Smart Auto Mode

Smart Auto mode uses Scene Detection Technology to determine the shooting scene by analysing subject brightness, contrast, distance and overall hue. The camera then selects the most appropriate scene type from 18 (PowerShot A495) or 13 (PowerShot A490) variables, applying the best settings for optimum output. In Smart Auto mode, a colour icon indicating the type of scene detected – and the lighting conditions of the scene - is shown on the LCD monitor. Smart Auto also includes i-Contrast which ensures that light or darker areas are captured in sufficient detail in the final image.

Face Detection Technology

Face Detection Technology makes it easier than ever to produce superb people shots. This advanced system quickly and accurately detects faces in a scene – then optimises camera settings so that everyone looks their best. With the ability to detect multiple faces in a frame, it's great for group photos as well as portraits.

These cameras include the following Canon Face Detection Technologies:

- **Face Detection AF:** Sets the focus for the faces in your people shots – not just the closest subject.
- **Face Detection AE:** Optimises exposure for faces in all lighting conditions – useful for backlit scenes or indoor shooting.
- **Face Detection FE:** Guards against washed-out faces when using the camera's flash – perfect for close-up shots in restaurants, clubs or other dimly lit locations.
- **Face Detection WB:** Optimises white balance for natural-looking skin tones which remain true to life regardless of skin colour and lighting conditions.
- **Red-Eye Correction:** Automatically eliminates the unwanted effects of flash photography after the shot is taken. At the touch of a button in playback, natural-looking eyes can be instantly restored.
- **FaceSelf-Timer:** Available on the PowerShot A495, this allows perfect group shots or self portraits by automatically triggering the shutter 2 seconds after a new face has entered the frame.

Smart Flash Exposure (FE)

Canon's Smart Flash Exposure feature intelligently controls the power and usage of the onboard flash to ensure natural results in a variety of conditions. By using focusing distance as well as shooting scene information, an optimum balance between the ambient light of the scene and flash power is achieved. When shooting in very bright conditions, shadows sometimes appear on a subject's face – these can be detected by the camera and flash can be used to eliminate them. When shooting at close distances overexposure is avoided by effectively sensing how reflective the subject is as well as reducing the flash power to compensate for the close shooting distance.

DIGIC III Processor

Canon's DIGIC III (Digital Imaging Core) image processor manages all of the cameras' primary functions to optimise operating efficiency. Advanced image processing algorithms deliver superb image detail and colour reproduction with accurate white balance. High-speed processing results in outstanding responsiveness, rapid auto focus and extended continuous shooting ability. DIGIC also powers advanced Noise Reduction Technology and Face Detection Technology.

Low Light Mode

Low Light mode enables shooting in darker conditions by automatically selecting the optimum ISO up to ISO 3200, at a reduced resolution, so the user can capture the natural ambience of darker scenes.

Motion Detection Technology

Activated in Smart Auto mode, Motion Detection Technology automatically detects motion in the shooting scene. If movement is detected the camera will increase the ISO sensitivity and shutter speed to minimise blur and maximise image quality.