

Press Release

EMBARGO: 8th February 2010, 14:00 GMT

Power, flexibility and stand-out style – capture everything with the stunning new PowerShot SX210 IS



United Kingdom / Republic of Ireland, 8th February 2010 – Canon today strengthens its PowerShot range with the launch of a compact super-zoom that raises the bar in high-zoom, wide-angle photography. Replacing the highly-acclaimed PowerShot SX200 IS, the new **PowerShot SX210 IS** is aimed at users seeking powerful performance in a highly compact body, and features a broad range of advanced technologies and customisable controls suited to mastering any photographic challenge.

Boasting a genuine Canon wide-angle 14x zoom lens, 14.1 Megapixel resolution and DIGIC 4 processing, the PowerShot SX210 IS is a superbly versatile compact camera that offers flexibility for use on any occasion. Ideal for shooting everything in incredible detail, the stunning stills are also complemented by high-quality 720p HD video with a huge zoom and stereo sound – all in a sleek, pocket-friendly metal body.

Capture the bigger picture

Available in black, purple and gold, the PowerShot SX210 IS truly stands out from the crowd. Its 14.1 Megapixel sensor and 28mm wide-angle lens make it great for

capturing sweeping landscapes in high resolution, while its powerful 14x optical zoom provides a 392mm maximum equivalent focal length, allowing users to frame distant subjects with ease. Canon's advanced optical Image Stabilizer (IS) also accurately compensates for camera shake, delivering blur-free images at all focal lengths and in low light.

A new 7.6 cm (3.0") widescreen PureColor II G LCD features a 230,000-dot resolution, displaying images with pin-sharp clarity. Using a tempered glass design, the PureColor II G LCD offers increased strength, and its thin construction provides higher contrast and improved visibility in shooting and playback. Wide viewing angles make it easy to share images with friends immediately after capture, while the 16:9 aspect ratio is ideal for capturing and viewing HD video.

Smart Auto, Face Detection and much more – the power of DIGIC 4

The PowerShot SX210 IS utilises the latest DIGIC 4 processing, providing superb image quality and fast operation. Employing a number of powerful, intelligent technologies, DIGIC 4 empowers users to capture their best memories exactly as they experienced them.

Smart Auto with Scene Detection Technology makes it easy for users to get outstanding pictures in all conditions, intelligently detecting the scene and selecting the optimum settings from 22 variables. i-Contrast maximises brightness gradation every time a shot is taken, revealing detail in dark areas of pictures while preventing blow out in highlights – a tool that can also be used to correct photos in playback mode. New Smart Flash Exposure also controls flash levels according to shooting conditions, providing the right amount of flash for all situations, from brightly backlit scenes to macro shots.

Motion Detection Technology combats image blur by monitoring camera shake, brightness and subject movement, before setting the optimal shutter speed and ISO level. Servo AF mode now includes Servo AE, tracking moving subjects and continuously correcting focus and exposure to ensure that pictures are correctly captured when the shutter button is pressed.

Canon's advanced Face Detection Technology identifies up to 35 faces in each frame, ensuring that portraits and group shots are always in focus and well exposed. Smart Shutter mode also uses Face Detection Technology to remotely control the shutter, allowing users to take a picture with a simple smile or a wink. FaceSelf-Timer makes it

easy for the photographer to join group photos, analysing the scene and waiting until an additional face has entered the frame before taking the shot.

Complete creative control

The PowerShot SX210 IS offers full manual control over camera settings, allowing users to get more creative with their pictures. Aperture, shutter speed, ISO and focusing can all be controlled manually, enabling users to experiment with their images and develop their photographic skills.

New and creative shooting modes also make photography fun for beginners. A new Fish-eye Effect mimics the distortion of a fish-eye lens, while a Miniature Effect can make subjects look like miniature-scale models. For users that just want to point and shoot, Easy Mode is a truly automatic feature – disabling access to advanced settings and removing screen icons so users can concentrate solely on the subject they want to shoot.

HD movies with stereo sound

Users can capture quality HD video on demand, thanks to a dedicated movie record button that allows them to immediately start shooting movies, even if the camera is not set to Movie mode. For the first time in any Canon compact camera, Smart Auto technology has been extended to movies, intelligently detecting shooting conditions and selecting optimum settings from 18 variables.

720p HD footage is recorded at 30 frames per second, with stereo sound included to provide high quality audio, while the quiet 14x zoom lens offers the capacity to zoom close up to subjects that would normally be out of the reach.

For smooth movie capture, the PowerShot SX210 IS also features a new Dynamic Image Stabilizer. A technology inherited from Canon video cameras, Dynamic IS further reduces the shake caused by a user's movement, such as walking. When movies have been captured, the integrated HDMI mini connection offers a lossless way to share video – and images – on HDMI-compatible devices including HDTV screens.

Never stop shooting with SDXC memory

The PowerShot SX210 IS is compatible with SDHC and SDXC memory cards offering up to 2TB (SDXC only) of storage capacity, providing users with enough space to shoot thousands of high quality images or hours of video without needing to change cards. Smart Shuffle function offers a new and enjoyable way to browse photos stored on

memory cards, presenting suggestions of pictures similar to the one that is being viewed.

For users who want to transfer content wirelessly, the PowerShot SX210 IS includes Eye-Fi connected functions. The camera features a dedicated Eye-Fi section in the User Interface, on-screen icons, and will disable the automatic power-down function when an Eye-Fi card is detected – allowing users to transfer content easily and without interruption.¹

YouTube™ upload – share videos online in minutes

The CameraWindow software supplied with the PowerShot SX210 features an integrated YouTube™ upload function, providing the capacity to log-in and upload video directly from the camera to the Internet via a computer.

CANON iMAGE GATEWAY – share your stories

Owners of the new PowerShot SX210 IS are entitled to free membership of CANON iMAGE 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.

PowerShot SX210 IS – key features:

- 14x zoom, 28mm wide-angle genuine Canon lens
- 14.1 Megapixels with compact, metal body in three colour options*
- Canon 4-stop optical Image Stabilizer with Dynamic IS
- Wide 7.6cm (3.0") PureColor II G LCD with enhanced strength and visibility
- HD Movies (720p) with optical zoom, stereo sound and HDMI
- Easy to use with Smart Auto, Face Detection and on-screen Hints & Tips
- Smart Flash Exposure and i-Contrast for best results in all situations
- DIGIC 4 and Servo AF/AE for ultra-fast response and high image quality
- Manual, Av and Tv modes for full creative control
- Shooting modes including Smart Shutter, Low Light, Fish-eye and Miniature Effect

Pricing & Availability

The PowerShot SX210 IS is available from March 2010 priced at £359.00/ €399.00 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.

ⁱ This product is not guaranteed to support Eye-Fi card functions (including wireless transfer). In case of an issue with an Eye-Fi card, please check with the card manufacturer. Also note that approval is required to use Eye-Fi cards in many countries or regions. Without approval, use of the card is not permitted. If it is unclear whether the card has been approved for use in the area, please check with the card manufacturer.