

Press Release

EMBARGO: 8th February 2010, 14:00 GMT

Zoom in on the detail that matters: the PowerShot SX210 IS takes you closer to the action



Get creative, and capture stunning detail in style with the new PowerShot SX210 IS

Smart, stylish design and premium performance

The **PowerShot SX210 IS** delivers the ultimate package of show-stopping looks and advanced features – including an amazing 14x optical zoom – in a sleek, compact, metal body. Available in three trendy colours – gold, purple and black – there’s a model to suit every style.

Cool without compromise

Make sure all your friends fit in the frame or take crystal clear close ups with the powerful 14x zoom lens, then capture them in stunning 14.1 Megapixel resolution. Small and light enough for everyday use, the PowerShot SX210 IS also enables you to shoot high-quality HD video footage in stereo sound for the whole family to enjoy on an HDTV.

Get creative – whatever your level

The PowerShot SX210 IS has been designed to inspire creativity - whatever your level of photographic expertise. If you're looking to capture high-quality pictures with minimum effort, both Smart Auto and Easy modes with Scene Detection Technology guarantee outstanding results in all conditions. For those keen to develop their photographic skills, switching to manual mode gives you greater control to experiment with different settings, while the new Smart Shutter mode allows you to remotely control the shutter simply with a smile or even a wink.

PowerShot SX210 IS – key features:

- 14x optical zoom, 28mm wide-angle
- 14.1 MP
- Optical Image Stabilizer
- 7.6 cm (3.0") PureColor II G LCD
- HD movies. HDMI

Pricing & Availability

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

- ENDS -

Editors only

For Canon product images please visit www.canon.co.uk/press_centre

Reader enquiries

United Kingdom – 0844 369 0100 / www.canon.co.uk

Republic of Ireland – (01) 2052400 / www.canon.ie

For further information please contact the Canon Consumer Imaging Press

Office:

anna_ghosh@cuk.canon.co.uk / 01737 220 322

estelle_sexton@cuk.canon.co.uk / 01737 220 343



diane_johnson@cuk.canon.co.uk / 01737 220 413

sarah_belfrage@cuk.canon.co.uk / 01737 220 185

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.