

Pushing the Limits of Style and Versatility with the Canon Digital IXUS 300 HS

Canon Marketing (Malaysia) Sdn Bhd, a leader in digital imaging solutions, announced yet another addition into the Canon company camera family – the Digital IXUS 300 HS that marks a milestone in the evolution of IXUS with the revolutionary HS SYSTEM.

Positioned as a premium and classy model, the launch was made grand by the presence of Mr Simon Yam, Best Actor Award winner at the recent Hong Kong Film Award 2010 accompanied by Mr Liew Sip Chon, President & CEO of Canon Marketing Malaysia.

“The Digital IXUS 300 HS is the first in its family to carry the f/2.0 large aperture for extraordinary low light performance for a compact camera. The model also spots the title HS which stands for High Sensitivity perfect for life like images. Another highlight is its High Speed as this powerful compact offers continuous shooting.

The Imaging Communication Products Division has performed really well in the last quarter by achieving approximately 30% growth over the same corresponding period from last year. With the high consumer sentiment, we have faith to continue to expect such encouraging results especially with the entry of new products like the one today in the 2nd quarter,” said Mr Liew Sip Chon, President & CEO of Canon Marketing Malaysia Sdn Bhd.

Crafted for Ultimate Style & Performance

Offering unprecedented imaging quality in demanding lighting situations, even when handheld, this new high sensitivity camera incorporates a 10-megapixel CMOS (back-illuminated) sensor and DIGIC 4 Imaging Processor

that counters the negative effects of camera shake and minimised blurring. Making it a breeze to capture the subject, ambiance and mood of the scene as it is experienced even without flash.

Adding to the Digital IXUS 300 HS' versatility is its f/2.0 lens. With a wider aperture, faster shutter speeds can be selected to counter low-light situations. The lens also facilitates a shallow depth of field, to achieve natural background blurring, or bokeh effect, to accentuate a subject, creating stunning portraits and dramatic perspectives.

The Digital IXUS 300 HS is also the first IXUS digital camera capable of high-speed shooting. The camera is able of achieving up to 8.4 shots per second in High-Speed Burst mode. With this handy feature, users can document fast sequences such as sports activities (e.g. golf strokes, bat swings and swimming movements) without missing a moment, so that one can observe and improve sporting performance.

In video capture, the IXUS 300 HS can also shoot 240 frames per second and then playback in Super Slow Motion at 30 frames per second for that cinematic look and feel. Images and videos can be viewed comfortably on the camera's 3-inch, 16:9 widescreen LCD.

For the photographer who appreciates the convenience of a point-and-shoot camera, yet desire a greater level of control, the Digital IXUS 300 HS offers the best of both worlds with manual option such as Av (aperture-priority) and Tv (shutter-priority) shooting modes. With these added functionalities, the user is able to fully exploit the Digital IXUS 300 HS' immense capabilities to produce the desired effect or to expand the

shooting opportunities in a variety of situations.

Other advanced features include the Advanced Smart Auto mode that utilizes Canon's latest scene detection and face detection technologies to intelligently select the optimum camera settings to match the particular shooting conditions for perfectly exposed images.

There are also special creative modes that put the fun back in photography, such as Fish-eye effect that mimics the effect of a fish-eye lens, and Miniature effect that allows the user to achieve interesting perspectives by selectively blurring portions of a captured image, bringing the subject into sharp relief.

At the same time, Smart Shutter (Smile, Wink and Face Detection) has also been incorporated, giving users multiple ways to remotely activate the Digital IXUS 300 HS' shutter, whether by the introduction of a new face into the frame, via a smile or simply by winking.

Available in red, black and white, the Digital IXUS 300 HS is compatible with SDXC memory cards that can offer up to 2TB of storage space at the recommended retail price of RM1499.00 per unit.

In conjunction with their performance in the 1st Quarter, Canon Marketing Malaysia will be hosting "Canon Celebrates with Celebrities" at The Celebrities Hall of Music, SOHO KL, Solaris Mont Kiara with media alongside with some local prominent celebrities and successful business figures on 26th May 2010.

Simon Yam will also be attending the signing ceremony and launching of "i-City : Its Always On" Photography and Videography Contest that will be held at i-City, Shah Alam on 25th May 2010.

Photo: (L) Mr Liew Sip Chon President & CEO Canon Marketing Malaysia, Simon Yam Celebrities & Simon Wong Assistant Director Imaging Communication Products Division launching the new compact digital camera of Canon IXUS 300HS model.

