

# Enter *the* IXUS 300HS

> This is the first model to feature Canon's new HS system for enhanced low-light performance and high-speed shooting

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**C**ANON MARKETING (Malaysia) Sdn Bhd recently launched the latest addition to its compact camera arsenal - the Digital IXUS 300HS.

Guest of honour for the event was long-time ambassador for Canon, award-winning Hongkong actor Simon Yam.

Also at the launch were Canon Marketing Malaysia president and CEO Liew Sip Chon and its assistant director Simon Wong.

Liew thanked consumers for helping to make Canon the market leader in the compact camera field and hoped the IXUS 300HS would be a favourite here.

The camera is positioned as a premium, classy model. Its main feature is its f/2.0 lens, making the IXUS 300HS the first model in the range to carry such a large aperture for improved low-light performance.

The lens facilitates a shallow depth of field to achieve natural background blurring to accentuate a subject, creating stunning portraits and dramatic perspectives.

The new model also sports Canon's new HS (high sensitivity) system, allowing it to produce lifelike images and unprecedented imaging quality in demanding lighting situations, even when handheld.

The camera incorporates a 10-megapixel CMOS (back-illuminated) sensor and DIGIC 4 Imaging Processor that helps minimise the effects of camera shake and blurring.

Another strength is its ability to shoot at high-speed. In its High-Speed Burst mode, the IXUS 300HS can achieve up to 8.4 shots per second, ideal for

sports activities with fast sequences like golf swings, swimming, running and football goals, just to name a few.

The IXUS 300HS can also shoot video clips and play them back in slow-motion, for that cinematic look and feel. Clips are shot in 240 frames per second and then reviewed in Super Slow Motion mode at 30 frames per second.

All images and videos can be viewed comfortably on the camera's 3in 16:9 widescreen LCD.

Other advanced features include the Advanced Smart Auto mode that utilises 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.

For users who prefer more control, the camera offers manual options such as Av (aperture-priority) and Tv (shutter-priority) shooting mode.

There are also special creative modes that put the fun back in photography, such as the Fish-Eye Effect which mimics the effect of a fish-eye lens, and

the Miniature Effect that allows users 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 IXUS 300HS's shutter, either by introducing a new face into the frame, smiling or even winking.

Available in three sleek colours - red, black and white - the IXUS 300HS can accommodate SDXC memory cards of up to 2TB of storage space. It retails for RM1,499.



(from left) Liew, Yam and Wong with the IXUS 300HS.

