

## CANON INTRODUCES SMART CAMERAS

**KUALA LUMPUR, Oct. 5:** Canon Marketing Malaysia released its latest range of digital cameras equipped with technologies to help amateur photographers achieve superior images, even under tough shooting conditions.

The stylish and affordable cameras, launched in the presence of Hong Kong superstar and Canon ambassador, Simon Yam, include the flagship Digital Ixus 900 TI, Digital Ixus 850 IS and Digital Ixus i-7 Zoom as well as the PowerShot A710 IS, PowerShot A640 and PowerShot A630.

The new Ixus cameras are powered by the Japanese maker's DIGIC III microprocessor, its latest advancement to its proprietary chip that delivers superior image quality, ultra-responsive performance and extended battery life.

With DIGIC III, the cameras are able to feature new functions such as the Face Detection AF/AE that can detect and optimize focus, exposure on 9 main subjects or faces.

It also incorporates advanced Noise Reduction technology to enable shooting and reduce blurring in low-light conditions.

"These new cameras of at least seven megapixels, will fill in a gap for affordable compact cameras with high megapixels. Our targets for camera sales are to increase market share from the current 25 per cent to 30 per cent by December 2006," said Liew Sip Chon, President and Chief Executive."

"They are a result of our continuous investment in research and development of more than 12 per cent of our global revenues to yield breakthrough and innovations that meets the needs of consumers."

The new 7.1 megapixel Powershot A710 IS is the first in the series to offer consumers 6x Optical Image Stabilized (IS) zoom while the Powershot A640 is the first unit in the range to offer 10 megapixels.

“The six innovative digital compact cameras today will pull Canon ahead of the crowd. Together with the higher megapixel, these cameras fit consumer demand for quality and ease of use at lower prices,” said Richard Yeow, Senior Director and General Manager of Canon’s Consumer Imaging and information division.

“With advanced features of image stabilizer which cuts down on blurred photos because of camera shake, some of these cameras also have the distinction of being the first cameras with Canon’s latest proprietary DIGIC III microprocessor chip.

“Equipped with ‘smart’ technologies, we are certain that our cameras can calculate and capture outstanding images in tough conditions, effortlessly.

“For example, the IXUS 900Ti is equipped with an additional ISO 3200 Special Scene mode to capture high quality images in very dark environments, such as night clubs or caves.”

The digital cameras also integrate Canon’s Intelligent Scene Analysis based on Photographic Space (iSAPS), a scene-recognition technology to estimate the camera-to-subject distance based on the lens focal length, zoom position and surrounding brightness, then adds parameters based on photographs taken just before.

Using an internal database of thousands of different photos, iSAPS works with the fast DIGIC Image Processor to improve focus speed and accuracy, as well as exposure and white balance.

The cameras also feature a new Safety Zoom feature that uses the high resolution to offer extra magnification without affecting image quality when shooting small size images.

At the same event, Canon inked an agreement with Hong Kong superstar, Simon Yam, who has recently made his entry into Hollywood.

“To create a bigger presence for Canon, we are renewing our 11-year partnership with Hong Kong and Hollywood star, Simon Yam,” said Liew.

“We see tremendous synergy with the star who is an avid photographer. This agreement will seal our collaboration for another year.”

Canon also launched the SELPHY 730 & 720 at the event.

## **IXUS 900 TI, IXUS 850 IS & IXUS i-7 ZOOM**

Packed in sleek bodies, these cameras are powered by Canon's **DIGIC III**, which offers increased responsiveness and improved image rendering. They also feature several new functions:

- The new **Face Detection AF/AE** works in partnership with Canon's 9-Point AiAF to quickly detect the subjects in a people shot and optimize focus and exposure accordingly or revert to 9 point AiAF if the main subject is non-human.
- Canon's advanced **Noise Reduction technology** enables shooting at ISO 1600 to reduce blurring in low-light conditions.
- Its new **Safety Zoom** uses the high resolution to offer extra magnification without affecting image quality when shooting small size images.
- A special **Aquarium scene mode** allows the flash to be turned off, the ISO raised and the white balance adjusted for quality images when shooting aquatic life through glass tanks

### **About Ixus 900 TI**

The flagship Ixus 900TI sports accentuated contours in a solid and light titanium body, extensively used in the aerospace, medical and defence industries, because of its durability and anti corrosion properties.

Equipped with a 10 megapixel CCD sensor and 12x zoom, the camera is capable of delivering high quality poster size prints with room for creative cropping.

In addition to DIGIC III's speed, Ixus 900 TI uses DDR-SDRAM (double data rate synchronous dynamic random access memory) similar to that found in Canon's EOS digital SLR cameras to substantially increase data throughput rates.

The Ixus 900TI also features a Touch Control Dial that provides fingertip access to camera settings while maintaining a sleek profile.

### **About Ixus 850 IS**

The 7.1 megapixel camera is the first Ixus range with Image Stabilizer to counteract the effects of camera shake for steadier performance in low light, at full zoom or when shooting from moving vehicles.

Its 28mm (35mm equivalent) 3.8x optical zoom lens allows for wider panoramas, architectural photos and group shots.

### **About Ixus i-7 Zoom**

This ultra compact is portable and available in four colours - Denim Blue, Steel Grey, Sepia and Sizzling Pink.

It features One-touch direct printing and uploading through the camera's Print/Share button, which also acts as a vertical shutter release to make portrait shooting easier.

It is equipped with Canon's unique Intelligent Orientation Sensor that automatically rotates any vertically shot images or movies to the correct orientation for LCD, TV or PC playback.

It has a convenient Camera Station dock that serves as a base for quick and easy printing, PC uploads and battery charging. The dock's Wireless Remote Controller gives the user the ability to control slideshows and movie playback on the TV, straight from the camera's AV Out connection.

### **POWERSHOT A710 IS, POWERSHOT A640 & POWERSHOT A630**

The new PowerShot range is equipped with iSAPS technology as well as a new Safety Zoom for extra magnification without affecting image quality when shooting small size images.

At 7.1 megapixels, the **PowerShot A710 IS** is the first in the PowerShot series, to feature a 6x Optical Image Stabilized (IS) zoom to counteract shake and blurring by enabling photographers to shoot at shutter speeds up to 3 stops slower.

It also allows for steadier shots at full zoom and when using the camera's 1cm Macro mode.

The digital IS control chip also processes up to 4000 signals per second, driving precise shifts of the lens element to compensate for any unwanted hand movements.

Meanwhile, the **PowerShot A640 and PowerShot A630** pack multiple features into compact bodies.

The Powershot A640 is the first camera in the range to offer 10 megapixels, the highest resolution to date.

With a rotating 2.5" vari-angle LCD, 4x optical zoom lens and a vast array of creative shooting modes, both cameras feature an ISO 800 mode that improves results when shooting in low light settings.

The cameras' High ISO auto setting prioritizes fast shutter speeds by automatically using the higher range of ISO sensitivities, reducing the risk of unwanted image blur.

### **CANON COMPACT PRINTERS, SELPHY 730 & 720**

Canon's latest compact lightweight printers offer consumers portable digital imaging solutions that yield brilliant high quality 4 x 6 inch borderless postcard prints in roughly 58 seconds at an approximate cost of 28 cents per print.

They can also produce 4 x 8 inch panorama prints and credit card size prints or stickers, when equipped with optional paper trays and ink/paper sets

Both printers are equipped with dye-sublimation technology to produce pictures with true continuous tone photographic quality. They are laminated to protect from moisture and fingerprints, with 100-year longevity when stored in an archival photo album.

The printers feature USB retractable cables and compatible with nearly all memory card formats, with additional USB ports for PC connection, external USB cable or other compatible accessories. They are also IrDA compatible, allowing users with IrDA compatible phones to send images to the printer for easy printout.

In addition to being compact and lightweight, the Canon SELPHY CP730 Compact Photo Printer features a 2.0-inch color LCD monitor, while the the SELPHY CP720 offers a 1.5 inch LCD.

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