

MAKE EVERY SHOTA  POWERSHOT

DIGITAL ELPH

All images and effects simulated.

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Canon

In Celebration of the 10th Year Anniversary



Find the Joy in Every Image

Like you, Maria Sharapova expects the best. Cherished moments: easily captured, preserved forever, and ready to share with friends and family. PowerShot digital cameras deliver on every expectation, with sharp images in any light, fast, easy performance and compact, stylish design. When your highest expectations meet PowerShot technology, it's a winning match.

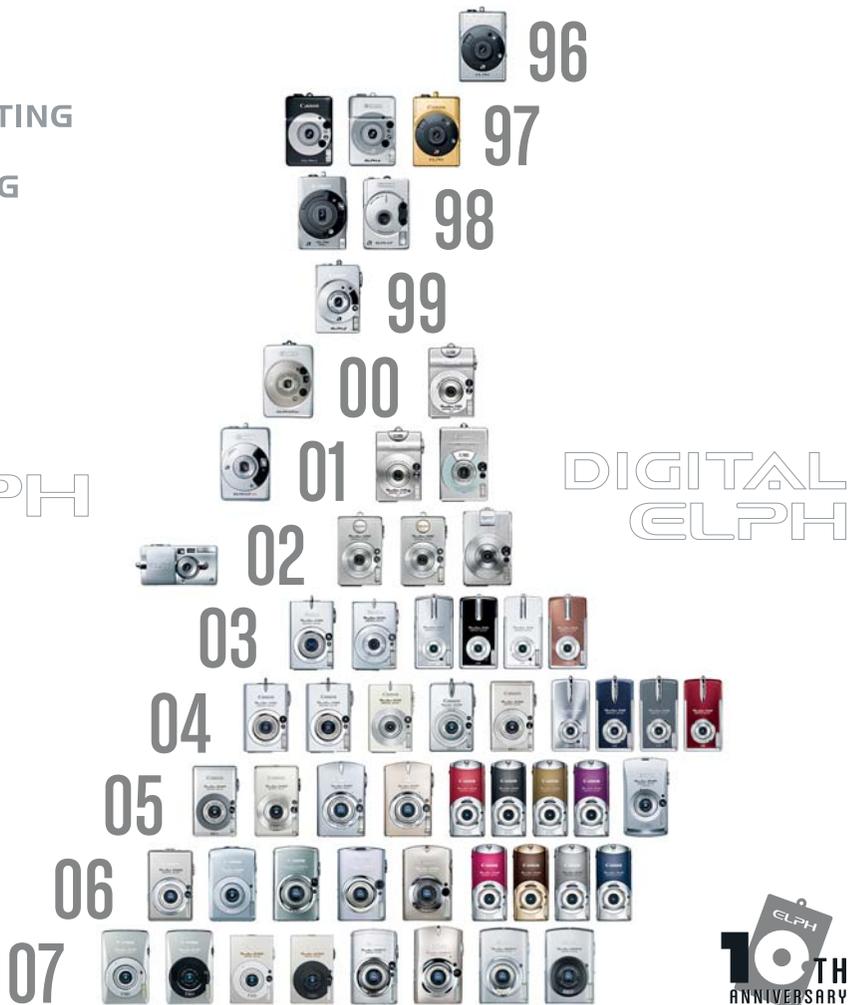
A stylized, handwritten signature in black ink, consisting of the letters 'M', 'S', and 'R' intertwined. The signature is positioned above the name 'Maria Sharapova'.

Maria Sharapova

ELPH has always looked at the bigger picture: the artistry of photography that starts long before you press the shutter. As ELPH enters its second decade of design leadership, Canon adds daring vitality to the classic ELPH Box & Circle motif, and new contours of imagination to every model. **Style truly performs.**

ELPH:
SETTING
TRENDS,
REINVENTING
STYLE,
INSPIRING
OTHERS.

ELPH



DIGITAL
ELPH



Substance



Style



The Strength of Beauty

Canon celebrates the legendary allure of titanium... its impressive strength, its unmistakable silver sheen. And so, the SD950 IS Digital ELPH is a camera of compelling excellence: streamlined as a prized luxury car, and powered by the highest level of technology. Start with a work of art, and everything seems possible.

12.1 Megapixels • 3.7x Optical Zoom • 2.5 inch LCD Screen



PowerShot SD950 IS
DIGITAL ELPH



Wide-Eyed Wonder

It's a big, beautiful world. And you don't want to miss a thing. With its precision 28mm wide-angle lens, the SD870 IS Digital ELPH redefines your creative horizons as it reminds you—time and again—of the pleasures of exceptional design. Tap the synergy of poise and performance, and watch what happens.

8.0 Megapixels • 3.8x Optical Zoom • 3.0 inch LCD Screen



PowerShot SD870 IS
DIGITAL ELPH



The Magic of Light

Real life deserves a touch of fantasy, a sparkling notion that inspires the SD850 IS Digital ELPH. An innovative Creative Light Effect transforms points of light into hearts, diamonds, musical notes and more. A sleek and sophisticated shimmer of matte pearl silver body. Practicality mixed with whimsy.

8.0 Megapixels • 4x Optical Zoom • 2.5 inch LCD Screen



PowerShot SD850 IS
DIGITAL ELPH



Creative Contours

There's a thrill to experiencing life on the edge, a philosophy that's daringly expressed in the crisp stainless steel contours of the SD750 Digital ELPH. The unexpected rules the day – and the night – with the visual spark of a gleaming silver facade contrasting with a rear panel of midnight black, a sleek setting for the impressive 3.0 inch LCD screen.

7.1 Megapixels • 3x Optical Zoom • 3.0 inch LCD Screen



PowerShot SD750
DIGITAL ELPH



Magnificent Minimalism

One glance, and there's no doubt: it's all about maximum impact. With the debut of the SD1000 Digital ELPH, Canon merges quintessential design aesthetics and bravura performance in a daringly refined flat ingot silhouette—pure sculpture, pure confidence. It's the clearest example of what matters most to you.

7.1 Megapixels • 3x Optical Zoom • 2.5 inch LCD Screen



PowerShot SD1000
DIGITAL ELPH

Optional Accessories

	 Deluxe Leather Case PSC-1000 Grey & Burgundy	 Deluxe Leather Case PSC-55	 Waterproof Case (Waterproof to 130 ft.)	 Battery Pack NB-5L	 Battery Pack NB-4L	 Battery Charger CB-2LX	 Battery Charger CB-2LV
SD950 IS		•	WP-DC19	•		•	
SD870 IS		•	WP-DC17	•		•	
SD850 IS		•	WP-DC15	•		•	
SD750		•	WP-DC14		•		•
SD1000	•	•	WP-DC13		•		•
	 High-Power Flash HF-DC1	 AC Adapter Kit ACK-DC30	 AC Adapter Kit ACK-DC10	 Digital ELPH Accessory Kit 5	 Digital ELPH Accessory Kit 4	 Coach Edition Gift Set	
SD950 IS	•	•		•		•	
SD870 IS	•	•		•			
SD850 IS	•	•		•			
SD750	•		•		•		
SD1000	•		•		•		

An Elegant Evolution



DiG!C III Image Processor

The extraordinary DIGIC Image Processor typifies Canon's cutting edge excellence. Look forward to instant startups, faster autofocus speed, carefree continuous shooting, amazing movie quality and immediate playback response.



Face Detection AF/AE/FE†

Cameras equipped with the **DiG!C III** Image Processor feature Face Detection AF/AE/FE. When the shutter button is depressed half-way, the camera finds multiple faces in the frame to ensure excellent focus, proper illumination of both the faces and the overall scene, and flash that is correctly adjusted for the location of the faces.



Optical Image Stabilizer Technology*

Canon's Optical Image Stabilizer reduces blur caused by camera shake. Upon detecting motion, the Image Stabilizer shifts a lens group to compensate for movement, resulting in crisp, sharp images, zoomed in and at slow shutter speeds.



PureColor LCD

A color filter in the LCD screen expands the color reproductive range for a sharp and vivid color display. Camera's large LCD screens also allow convenient wide-angle viewing as well.



UA Lens Technology*

Precision optics are the heart and soul of the PowerShot Digital ELPH series. The development of advanced UA Lens Technology allows for even greater miniaturization, resulting in camera bodies that are slimmer and smaller with an elegance that is the spirit of Digital ELPH.



ISO 1600

Select Digital ELPH cameras feature an ISO 1600 option that reduces camera shake and subject blur. Enhanced ISO sensitivity allows photos to be taken in low-light situations and where flash is prohibited.



Red-eye Correction

DiG!C III allows select Digital ELPH models to detect and automatically correct red-eye during playback for both regular and flash photography. In unusual cases where red-eye is not automatically detected, it can easily be corrected manually from the LCD screen.



AUTO ISO Shift

Automatically maximize sensitivity for the given light, preventing camera shake without the need to change the setting manually.



Autofocus

Advanced highly sensitive focusing sensors positioned across the entire picture plane ensure razor sharp images every time you press the shutter. When subjects are far off-center, count on single-point AF.

* Select Digital ELPH cameras only.
† Face Detection only detects faces facing forward. And shows up to 9 frames.

Shooting Modes

Depend on the Digital ELPH to instantly handle every photo situation. Select from among eighteen pre-programmed shooting modes. With My Colors, you can customize color reproduction and “touch up” color while you’re still shooting and during playback.



Movie Mode

The Digital ELPH is a moving experience. Enhanced Movie Mode lets you record movies with sound up to the capacity of the memory card and play them back on the camera’s LCD screen, your computer or TV. An enhanced movie feature on some models records 60 frames per second full motion, great for sports scenes.



Direct Print

The direct connection of your camera to a printer eliminates the need for a computer – print directly with a Canon CP or SELPHY compact photo printer, PIXMA photo printer or any PictBridge compatible photo printer.



Print/Share Button

Plug your Digital ELPH into a Canon CP or SELPHY compact photo printer, PIXMA photo printer or PictBridge compatible printer using the retractable USB cable* or standard USB cable included with your Digital ELPH. Press the lighted Print/Share button. In seconds, you have brilliant pictures. Also, images easily transfer to your computer by pressing the Print/Share button.



* May not be compatible with all digital cameras; otherwise, use USB cable provided with digital camera.

In a World of Choices,
Maria's is PowerShot



Off court, Maria takes her shots with the stylish **PowerShot SD870 IS Digital ELPH**. That's because DIGIC III ensures sharp images and fast performance, while Canon's Optical Image Stabilizer and Face Detection technology capture perfect face shots. Add the shooting fun of a 3.0-inch PureColor LCD, and she's got the world-class performance she expects.

