

Canon

FALL • WINTER 2007

PowerShot

TECHNOLOGY GUIDE

MAKE EVERY SHOT A **POWERSHOT**



Canon
image*ANYWARE*



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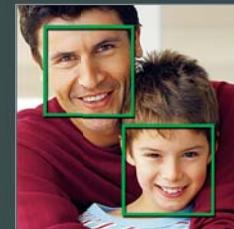
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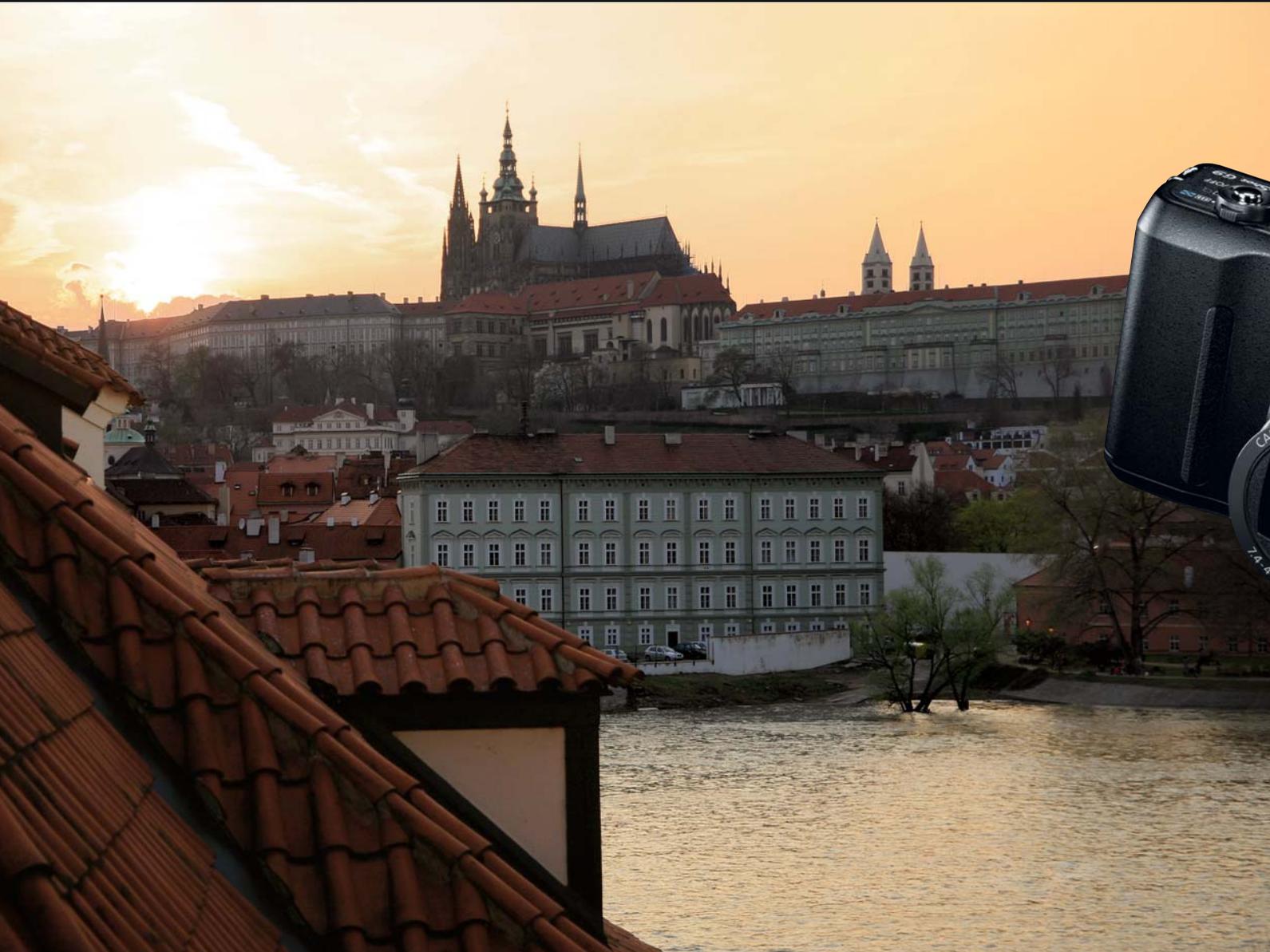


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www.powershot.com

TECHNOLOGY GUIDE

A New, Higher Standard in Digital Photography



Creating a digital image is a straightforward process. Creating a digital image that captures your vision and intent is anything but. Properly executed focus... brilliantly intense yet natural color... delicately rendered density and contrast... all imbued with your own creative stamp and immune to lighting conditions or focal length. That takes serious technology—Canon technology.



PowerShot G9



Over the decades, Canon's proprietary technologies have attained a level of sophistication unmatched in the industry, and today, Canon cameras for every budget and use include technology that helps make you a better photographer. Group shots take a giant leap forward with Canon's **Face Detection Technology***, which finds and focuses the faces in a scene, then precisely calibrates exposure for the faces and background while simultaneously adjusting the flash. New models even let you focus and track a single face within a group. Canon's **Optical Image Stabilizer** delivers sharp shots even in low light and at long focal lengths. **RAW mode** is now available on the PowerShot G9, giving photographers the widest possible creative latitude in processing images. **iSAPS** uses advanced prediction algorithms based on Canon's nearly seven decades of collected data to optimize automatic focus, exposure and white balance for any given scene.

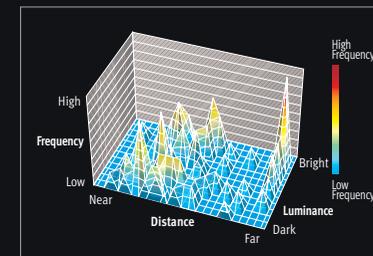


Diagram of Photographic Space

Canon Lens Technology

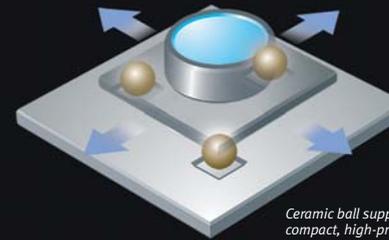


with Optical Image Stabilizer

Optical Image Stabilizer Lets You Capture Images as You See



OPTICAL IMAGE STABILIZER*

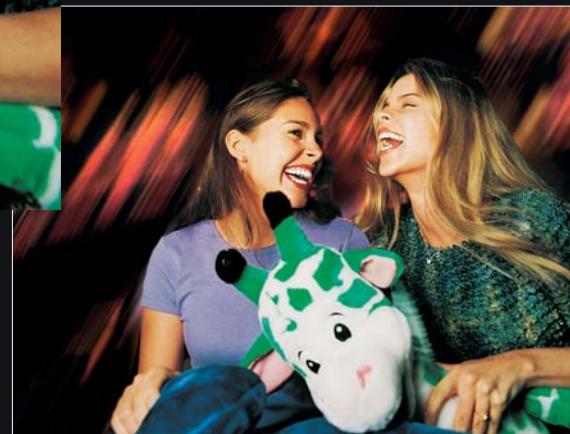


Ceramic ball support system provides compact, high-precision performance

Canon's sophisticated Optical Image Stabilizer technology uses miniature gyroscopic sensors to detect motion and generate a corrective signal. An image stabilizing lens group along the optical axis is shifted in response to the detected motion, providing effective cancellation of unwanted lens movement and vibration. The benefits are obvious and enormous: in still photography, the camera can now be handheld at slower shutter speeds without resulting in blurred images. Handheld video footage is smoother — free of the unsteadiness that can make viewing home movies tiresome.



Compact, highly accurate OIS unit



without Optical Image Stabilizer

CANON LENS TECHNOLOGY



High Resolution Lens

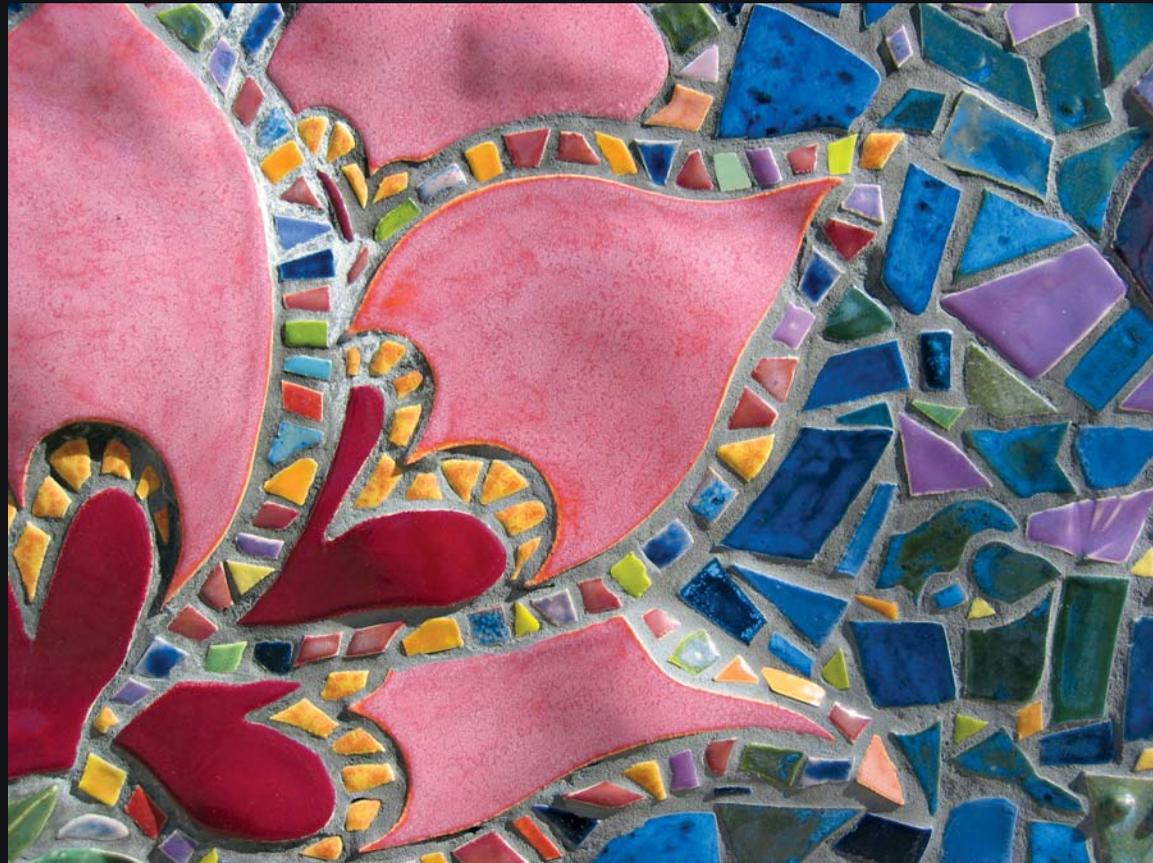


Low Resolution Lens



Canon lens technology, backed by a 70-year track record of innovation is praised by photographers everywhere. Canon's commitment to digital camera optics is just as firm. Using the most advanced aspherical design technologies, lenses are subjected to numerous fine adjustments in the assembly process. UA Lens Technology absolutely minimizes color fringing, image smearing, ghosting and flare, while keeping camera designs extraordinarily compact. The benefits are dramatic: clear, bright images captured with outstanding contrast throughout the zoom range.

DiG!C III Features

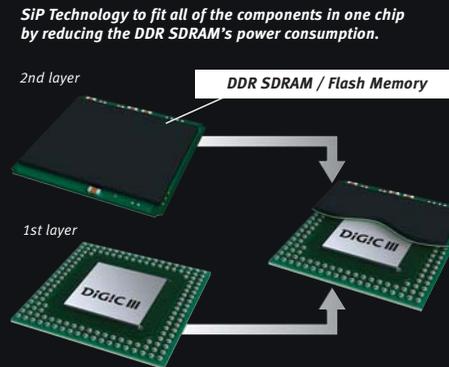


Smarter Processing Delivers Spectacular Images



DiG!C III IMAGE PROCESSOR*

DiG!C III is the third generation of Canon's exclusive DiG!C Image Processor. **DiG!C III** yields brilliant colors, smooth gradations, and responsive performance, while powering a host of new features found in the latest digital cameras: Canon Face Detection AF/AE/FE, Noise Reduction, and ISO 1600, and more.



RED-EYE CORRECTION*

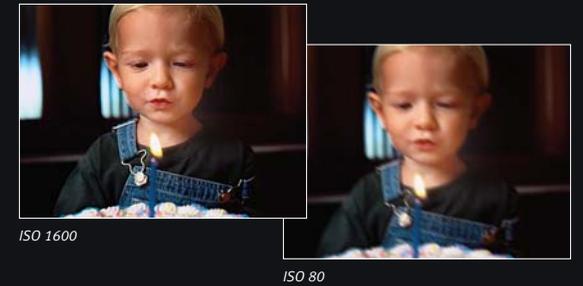


DiG!C III Image Processor allows some PowerShot models to detect and correct red-eye during playback mode. In unusual cases where red-eye is not automatically detected, it can easily be corrected manually during playback mode.

RAW MODE*

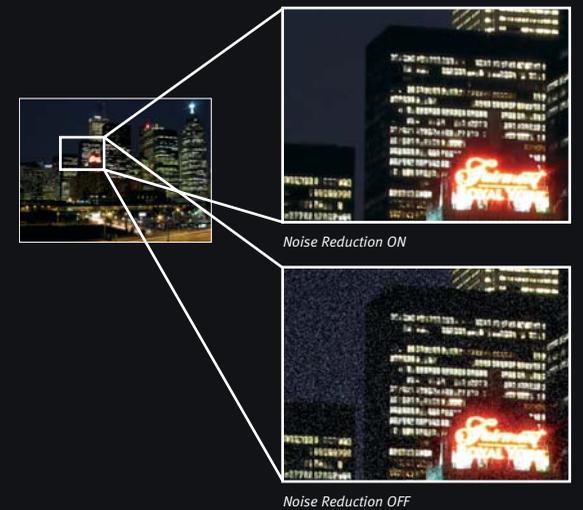
By recording images without processing them in any way, the PowerShot G9's RAW Mode gives you complete creative control in editing. RAW images are transferred directly to the computer without processing, where they can then be edited using image adjustment software or processing application to create your images as you want.

ISO 1600*



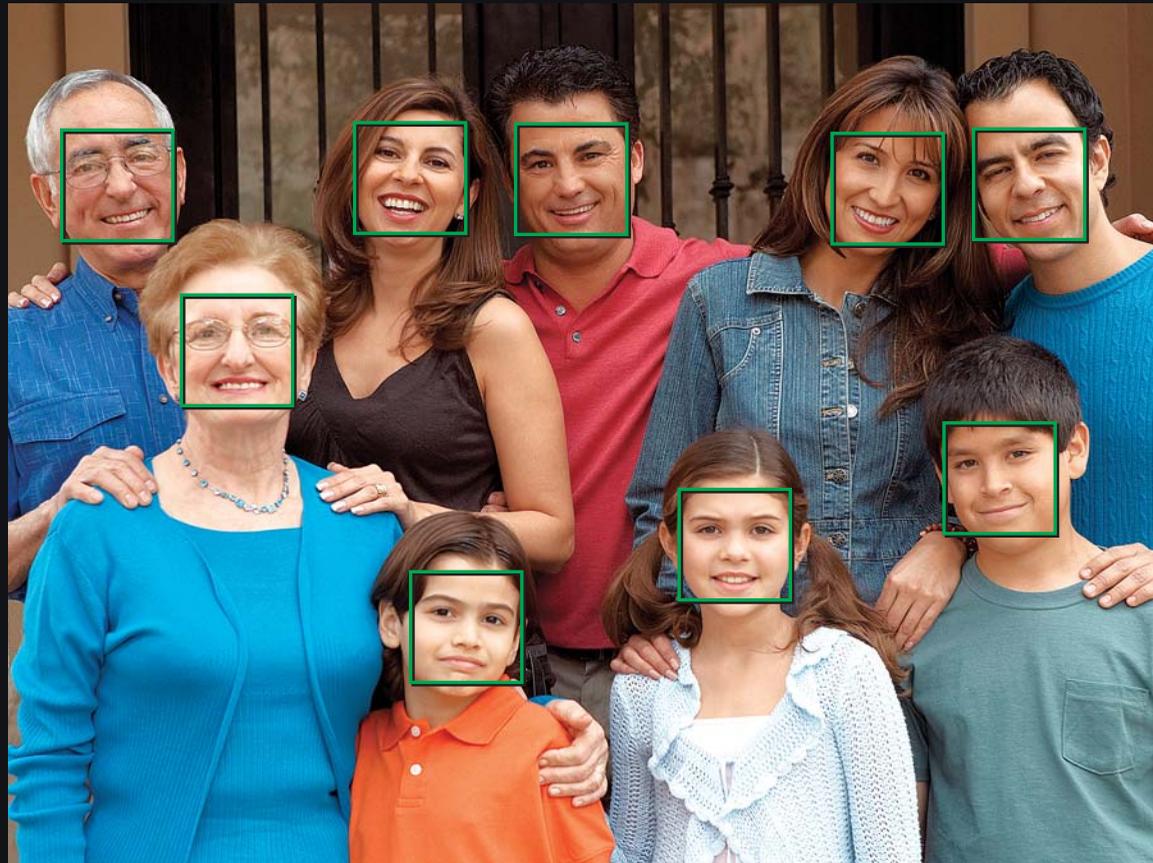
Canon's highly advanced **DiG!C III** Image Processor enables a range of ISO equivalent settings from 80 to 1600, achieving excellent image quality under darker conditions without a flash. With camera shake greatly reduced, photographers can shoot high quality images in many more situations. On the PowerShot G9 and G7, ISO settings are quickly accessible from a dedicated control dial.

NR NOISE REDUCTION*



Experienced photographers know that high ISO speeds can coincide with increased levels of noise: aberrant or stray signals that degrade image quality. With Canon's exclusive **DiG!C III** Image Processor, there is no need for compromise. **DiG!C III** offers a major boost in noise reduction signal processing to compensate for the higher ISO settings it enables.

Face Detection Technology



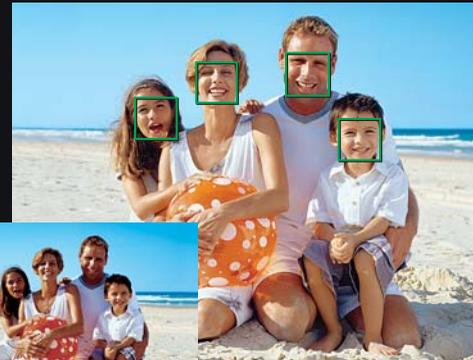
Making Photography More Intuitive Than Ever



FACE DETECTION TECHNOLOGY†

Cameras equipped with the **DiGIC III** Image Processor feature Face Detection AF/AE/FE. Face Detection tracks and finds faces automatically. When the shutter button is pressed halfway, it focuses and meters to provide proper illumination of both the faces and the overall scene, and to provide flash that is correctly adjusted for the location of the faces.

FACE DETECTION AF/AE/FE*



Without Face Detection

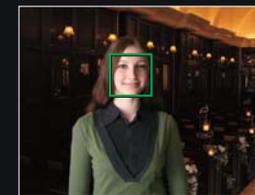
With Face Detection

Face Detection AF finds faces, tracks them as you frame your shot, then delivers perfect focus. New models let you select, track and focus a single face within a group. The new SX100 IS is equipped with a Face Selector Button to operate this feature easily.

Face Detection AE makes all your group shots better by properly illuminating both the faces and the background areas.



Without Face Detection



With Face Detection

Face Detection FE adjusts the flash exposure based on the location of the faces in the frame.



FACE SELECTOR BUTTON* **NEW**

Select a face in the frame and then lock-on by pressing the Face Selector Button. Your camera will now track your subject wherever they move in your viewfinder and focus and expose according to that face. Perfect for any situation where you want to follow a single subject in a crowd.



Face Selector AF* enables focusing on a specific face only. The selected face is double-framed and tracked when the face moves in the frame.



Select the main photographic subject



Focus and track on the target face without fail

Advanced Technology

MOVIE RECORDING WITH STEREO SOUND*



1280 x 720



1024 x 768 (XGA)



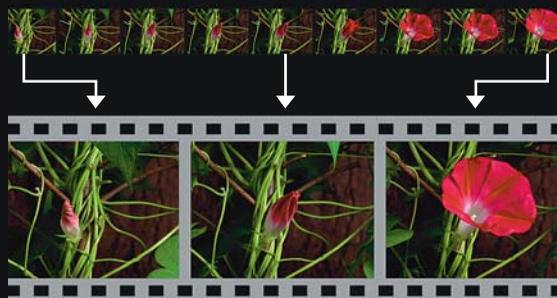
640 x 480 (VGA)



320 x 240 (QVGA)

Smooth, high quality movie clips can be captured at full VGA resolution (640 x 480). Some PowerShot models also offer XGA size (1024 x 768 at 15 fps) for stunning detail, or 720p for unprecedented HD clarity at 1280 x 720 at 30 fps. Also available in movie mode are Face Detection AF for excellent focus of faces, stereo sound recording, and 1080i component video playback.

TIME LAPSE MOVIES*



Time Lapse is a new feature that mimics the effect of time lapse photography. Clips are recorded at one or two fps, then played back at 15 fps for a fascinating effect.

MOVIESNAP*



MovieSnap, available on some PowerShot models, allows the user to record a high-resolution still image while shooting a movie, simply by pressing the shutter button. Stills are captured at resolution and compression settings selected by the user.

IMAGE RESIZING* **NEW**

The ability to resize images to a variety of sizes (1600 x 1200, 640 x 480, 320 x 240) in camera means your images are ready to be sent via email or uploaded to your blog the instant you upload them to your computer; no editing at your computer is necessary. Resizing also creates more space on your memory card so you can shoot more images.

HIGH-SPEED AF/AE/AWB DURING MOVIE CAPTURE*

Some PowerShot digital cameras adjust AF, AE and AWB automatically during movie recording. Photo Effects including Sepia and Black and White can be used to enhance creativity. Users have complete access to zoom, exposure compensation, AE Lock and AF Lock functions while recording movies. The PowerShot S5 IS and TX1 automatically detects and brings faces into focus during movie recording.

WI-FI TECHNOLOGY*

The Canon PowerShot SD430 Digital ELPH Wireless with Wi-Fi technology offers cable-free convenience. Up to eight wireless devices can be registered to the camera. State-of-the-art security helps prevent third-party interception of images during transfer.

VERSATILE MOVIE EDITING AND PLAYBACK FUNCTIONS

All PowerShot cameras enable editing of recorded movie clips, including deletions from the beginning and/or end of scenes. Playback mode offers convenient navigation options. Models with Enhanced Movie Playback UI can display playback time, a progress bar and recording time on the LCD screen.



Track playback time, progress and recording time right on the LCD monitor.



WIRELESS DIRECT PRINTING

Print directly without wires or hassle up to 100 feet from the printer. Simply select an image on the camera and hit the Print/Share button. In seconds, the image will be wirelessly transmitted to the Canon printer or any PictBridge compatible printer via the Wireless Print Adapter WA-1N.



Wireless Print Adapter WA-1N

WIRELESS TRANSFER TO ANOTHER SD430 DIGITAL ELPH WIRELESS

Another way to share memories is to transfer images from one SD430 Digital ELPH Wireless to another by downloading a firmware update from the web onto both cameras.



WIRELESS DOWNLOADING TO A COMPUTER

There are two new ways to wirelessly transfer pictures and movies to a computer. The Wireless Auto Transfer feature displays images on the screen in a live slide show as they are shot. The Print/Share button downloads images and movies to the computer without a USB cable.

WIRELESS REMOTE CAPTURE

RemoteCapture enables impressive candid shots and nature photos by operating the camera from a computer. Once a wireless connection has been established, the user can watch the camera's live video feed on the computer screen and snap the perfect picture with the keyboard.



Shooting Modes

SHOOTING MODES

Shooting Modes intelligently optimize settings for best possible photos in a wide range of situations. Some of the shooting modes are categorized as Special Scene Mode, depending on models.



AUTO
The camera optimizes all the settings for point-and-shoot simplicity.



PORTRAIT
A large aperture focuses the subject against an artistically blurred background.



LANDSCAPE*
For front to back sharpness, the camera sets a small aperture.



KIDS & PETS*
Freeze fast-moving subjects to capture those special shots.



ISO 3200*
Shoot in dark settings without using the flash.



AQUARIUM*
Achieve proper flash-free exposure and natural hues at indoor aquariums.



FOLIAGE
Capture brilliant shots of autumn foliage, greenery and blossoms.



SNOW
Shoot clear snow scenes without darkened subjects or an unnatural bluish tint.



NIGHT SCENE*
Slow-sync flash on subject with properly exposed background.



NIGHT SNAPSHOT
Get natural-looking pictures with brighter backgrounds and subjects lit by flash.



MOVIE
Captures video in XGA, VGA, QVGA, or 720P HD with audio.



PROGRAM*
Advanced exposure compensation during automatic shooting.



BEACH
Get clear shots of people at a sunny beach without darkened faces.



FIREWORKS
Capture brilliant images of skyrocketing fireworks.



UNDERWATER*
Reduce backscatter effect (optional Waterproof/All Weather Case required).



INDOOR
Reduce blur and improve color accuracy when shooting handheld indoors.



SHUTTER-PRIORITY*
Camera selects the aperture for user's shutter speed.



APERTURE-PRIORITY*
Camera selects the shutter speed for user's aperture.



MANUAL
User selects both aperture and shutter speed manually.



CUSTOM*
User can store their favorite settings.



SPORTS*
Ensures highly accurate autofocus when shooting fast-moving subjects.



COLOR ACCENT*
Choose to retain a single color in the image while other colors turn monochrome.



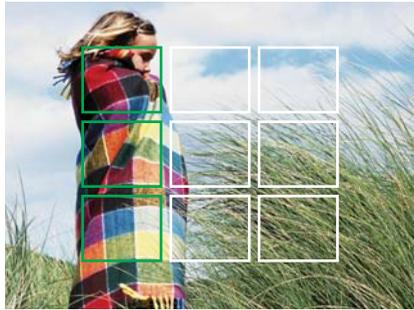
COLOR SWAP*
Select a color and replace it with another color for special effects.



STITCH ASSIST*
Aligns sequential images to build awe-inspiring panoramas.

Innovative Features

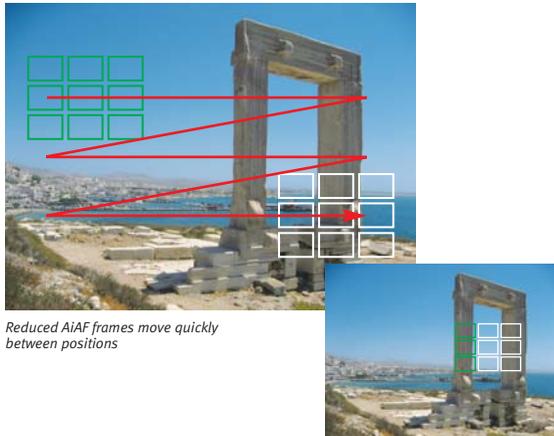
AiAF MULTI-POINT AiAF*



9-Point AiAF Normal

Canon's wide-area AiAF automatically selects one or more focusing points based on the position of the subject within the frame. This feature quickly and accurately achieves autofocus under a wide variety of shooting conditions, even when the subject is not centered.

AF FRAME SIZE MODIFICATION* NEW

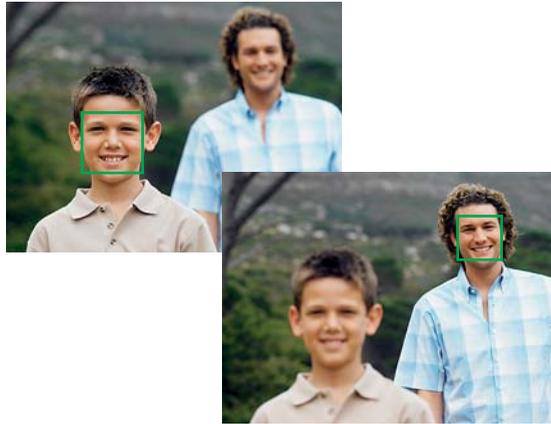


Reduced AiAF frames move quickly between positions

9-Point AiAF Small

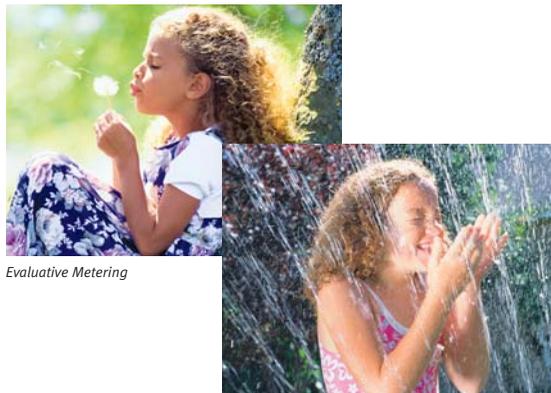
You can reduce the size of the AF frame and for some models, you can position the location of AF frame using the multi-controller or dial, allowing pin-point focus to be attained. Particularly effective in macro shots or when focusing on the details of a large subject, AF Frame Size Modification brings a new level of control to PowerShot digital cameras.

FLEXIZONE AF/AE*



Using FlexiZone AF/AE, the photographer can freely move the AF point around the frame, focusing on off-center subjects without reframing the shot. When using select models equipped with Face Detection Technology, pressing a button during FlexiZone AF moves the AF frame manually to the face you want to focus on.

EXPOSURE METERING*



Evaluative Metering

Spot Metering

Advanced photographers can select one of three light-metering modes: evaluative metering, center-weighted average metering, or spot metering. The spot metering mode enables the measurement to be tied to the AF point or fixed at the center of the frame.

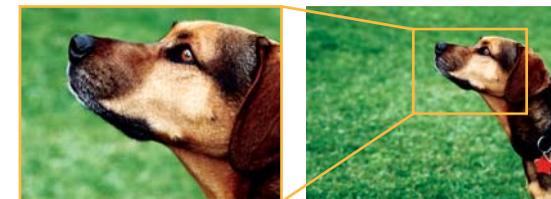
SAFETY ZOOM*

10.0 megapixel CCD	6x		8.4x		14x	
	6x Optical Zoom	4x Digital Zoom				
L size 3648 x 2736 (Full pixels)						
M2 size 2272 x 1704						
M3 size 1600 x 1200						

The Safety Zoom feature on select PowerShot cameras lets the user set a minimum acceptable megapixel count for the digital zoom. The zoom pauses at the end of the Safety Zoom rather than at the end of the optical zoom range.

DIGITAL TELE CONVERTER*

Some PowerShot models incorporate a digital tele converter for shooting subjects at great distances without mounting a separate tele converter lens. Users can select one of two magnification levels from the menu.



A tele-converter effect is created digitally by shifting the angle of view

AUTO ISO SHIFT*

In general, sensitivity should be set to the lowest level the ambient light allows, yet too low a setting can cause camera blurry photos. PowerShot cameras with Auto ISO Shift provide options when shooting to prevent unsatisfactory images. In addition to allowing the user to trigger when the ISO can be changed, Auto ISO Shift now can automatically adjust sensitivity for the given light while notifying the photographer.

SAFETY SHIFT*

PowerShot cameras equipped with Safety Shift can adjust shutter speed or aperture values automatically if necessary when the camera is set to Tv or Av mode. This provides enhanced creative control.

SAFETY FE*

Safety FE (which can be disabled) makes automatic adjustments to prevent over/under exposed flash shots when shooting in manual mode.

SAFETY MF*

After focusing the camera in manual mode, simply depress the shutter button half-way and the camera will automatically perform a fine adjustment for perfect focus. Safety MF can also be disabled for complete manual control.

Innovative Features

HIGH-POWER FLASH



with High-Power Flash



Compact and elegantly designed, the High-Power Flash

HF-DC1 requires no accessory shoe. It has a strong light output at guide number 59 (ISO 100/ft.) and a wide 28mm angular field (35mm film equivalent) for proper illumination up to approximately 30 feet.



without High-Power Flash

LIGHT GUIDE FLASH WITH MULTIPLE FLASH MODES*

The flash built into select PowerShot cameras employs Canon's elegant light guide technology, which ensures high flash output and uniform coverage in remarkably little space. Red-eye Reduction can be turned on and off in any combination. "First curtain" sync is also available, and flash strength can be set manually to any of 3 levels.



First curtain sync



Second curtain sync

WB SELECT WHITE BALANCE SELECTOR

In the auto mode, PowerShot cameras provide superb automatic white balance compensation using iSAPS Technology. Presets including daylight, cloudy, tungsten and fluorescent are also available. Custom white balance can also be set and stored.



Daylight

Indoor Light

- ☀ **Daylight:** For shooting outdoors on sunny days.
- ☁ **Cloudy:** For shooting outdoors on cloudy days.
- 💡 **Tungsten:** Provides a good balance with photofloods or incandescent household lights.
- 💡 **Fluorescent:** Compensates for the greenish cast caused by common fluorescent tubes.
- 💡 **Fluorescent H:** For recording under daylight fluorescent lighting.
- ⚡ **Flash:** A good starting point with many studio strobes.
- 👤 **Underwater*:** For shooting underwater by protected camera with optional Waterproof/All Weather Case.

MANUALLY ADJUSTABLE FLASH*

Under certain shooting conditions, the user may want to manually change the flash strength. This feature allows the flash to be set to one of 3 levels — weak, medium or strong.



Weak



Medium



Strong

16:9 WIDESCREEN RESOLUTION*

Select PowerShot models allow the user to set the recording pixels in Widescreen. Images taken in this setting have a 16:9 aspect ratio, so they display no warping or cropping when viewed on widescreen televisions or computer monitors.



4:3 mode

16:9 Widescreen mode

SHORTCUT FUNCTION*

The camera's Print/Share button can be easily programmed to perform one of several tasks, creating a custom "shortcut button" just for you. Use it to change display options, quickly access exposure and white balance settings, even activate a shutter sound that gets young subjects' attention.



FLASH EXPOSURE COMPENSATION*

Automatic Flash Exposure may be adjusted up to ± 2 stops in 1/3-stop increments depending on shooting conditions.

INTERVAL SHOOTING*

The camera can be programmed to automatically shoot a sequence of photos at fixed time intervals. 2 to 100 images can be captured at intervals from 1 to 60 minutes. Perfect for photographic studies and unattended sequential picture-taking.



Images shot at 2 minute intervals

Innovative Features

MY COLORS*

My Colors lets you customize color before shooting and correct individual colors on the LCD screen as you shoot! A wide range of modes, include Vivid Blue, Vivid Red, Vivid Green, Positive Film, Lighter Skin Tone, Darker Skin Tone, and Custom Color.



Standard



Vivid Blue

VIVID BLUE*

Emphasize the sea, sky and other blue areas.



Standard



Vivid Red

VIVID RED*

Charge up red objects in the image for extra impact.



Standard



Sepia

SEPIA

Recreate the look of vintage photographs.



Standard



Positive Film

POSITIVE FILM*

Combine "Vivid" settings to achieve a positive film effect.



Standard



Dark Skin Tone

DARKER SKIN TONE*

Darken skin tones a shade.



Standard



Vivid

VIVID

Capture vibrant shots with dramatic high-contrast.



Standard



Vivid Green

VIVID GREEN*

Add vivid dimension to greens for extraordinary nature shots.



Standard



Neutral

NEUTRAL

Produce images of subtle, elegant tonality.



Standard



Black & White

BLACK & WHITE

Enhance clarity – especially useful when shooting text.



Standard



Lighter Skin Tone

LIGHTER SKIN TONE*

Make subjects' skin tones lighter.



Standard



Custom Color

CUSTOM COLOR

Finely adjust contrast, sharpness and saturation.

PURECOLOR LCD / PURECOLOR LCD II* **NEW**

A color filter in the LCD expands the color reproductive range for a sharp and vivid color display with a durable, scratch-resistant finish. And Canon's second-generation PureColor LCD II offers more spectacular color, resolution and contrast that you can even see at an angle. It is a perfect feature for gathering friends and family around to see your images.



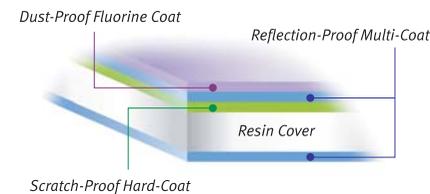
with PureColor LCD II



Conventional LCD

COATING FOR LCD SCREENS*

Many compact PowerShot models with large LCD screens now have an extra measure of durability: a stain-, dust-, scratch-, and fingerprint-resistant coating on the LCD screen. In addition, the top and bottom of the screen have anti-reflective coatings for clear visibility even in strong sunlight.

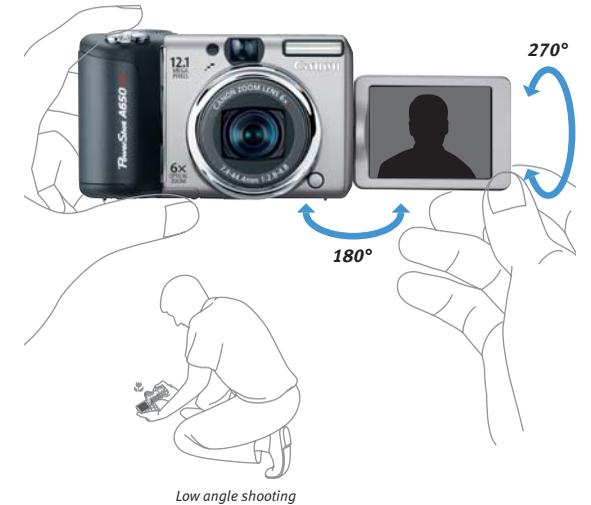


WIDE VIEWING ANGLE*

Many PowerShot cameras now incorporate a big 2.5 or 3.0 inch LCD screen with a highly visible UI display designed specifically for this large format. Select PowerShot models have an anti-reflection coating on the surface of the LCD to make the images on the screen vivid even when viewing from wide angles.

VARI-ANGLE LCD SCREEN*

The screen conveniently flips out, allowing users to tilt the LCD up or down to minimize reflections or compose at unusual shooting angles. Rotate forward for perfectly framed self-portraits.



NIGHT DISPLAY

When shooting at dusk or at night, the Night Display function brightens objects in the LCD monitor to let the photographer see the display clearly.



without Night Display



with Night Display

3:2 GUIDE DISPLAY*

Now users can clearly see which area of the LCD display will print, simply by choosing the 3:2 Display Overlay option from the menu.



File Management

MY CATEGORY*

My Category is a handy time-saver and organizational tool that allows users to categorize still images and movies. Entire categories (select from up to 7) can then be played, printed, erased or protected. Users can either let the camera sort the categories according to scene mode, or assign categories manually during playback.



MAGNIFIED PLAYBACK*

During playback, images on the LCD monitor can be magnified; the next or previous image can then be viewed without first returning to the original size. Users can zoom into the image (2x to 10x) and scroll vertically or horizontally.



Wide-angle, high resolution LCD monitor lets you verify focus

JUMP FUNCTION

With the Jump function, users can opt to display the tenth or hundredth image, skip through images by shot date, and instantly display a movie – all with detailed information about the selected search.



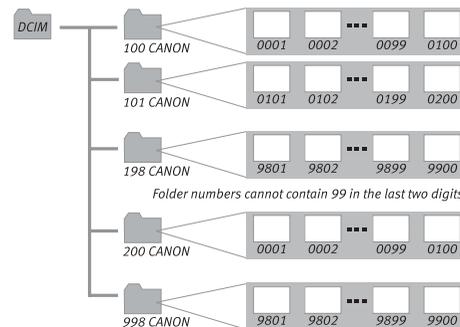
DETAILED INFORMATION DISPLAY*

Easy-to-interpret information displays are a hallmark of the PowerShot line, and now even more shooting information is available on-screen. Press the shutter button half-way to see shutter speed, f/number and actual ISO speed. The values are also recorded so that they can be displayed during playback.



FOLDER MANAGEMENT*

With Folder Management, images stored on the memory card can be organized by the user, right on camera.



INTERNATIONAL USER INTERFACE WITH MULTI LANGUAGE SUPPORT†

The user can select from a number of different languages* for on-screen menu text. The interface choices include English, German, French, Dutch, Danish, Finnish, Italian, Norwegian, Swedish, Spanish, Simplified/Traditional Chinese, Japanese, Korean, Russian, Portuguese, Greek, Polish, Czech, Hungarian, Turkish, Thai, Arabic, Romanian, and Ukrainian.

PowerShot Accessories

TELE CONVERTER LENS



WIDE CONVERTER LENS



CLOSE-UP LENS



WIDE TELE WIDE & TELE CONVERTER LENSES*†

High-quality Canon converter lenses can be attached to the lenses of select PowerShot cameras. Wide converters are ideal for group portraits and outdoor scenes. Tele converters bring distant subjects up close. Both augment the built-in zoom range of PowerShot cameras.

WATERPROOF/ALL WEATHER CASE & CASE WEIGHT*

Take the excitement of digital photography underwater (up to 130 ft.) or outside in any weather with Canon's protective cases. Built-in diffusers prevent blurring. The Waterproof Case Weight lets users adjust buoyancy to prevent the camera from floating underwater.

CAMERA STATION*

PowerShot SD40 includes the CS-DC1a Camera Station, which offers battery recharging, AC-driven video output, image transfers to a computer, remote control for playback, and direct printing to Canon and other PictBridge enabled printers.



Photo Printer Technologies

SELPHY Technologies Common Features

HIGH QUALITY IMAGES MEET HIGH QUALITY PRINTOUTS

Canon's superlative digital cameras are designed from the ground up to produce images of unparalleled clarity and color, and help you capture the best possible image with speed and ease. Canon brings this same level of commitment to the printing and sharing of these images with Canon photo printers. From wallet-sized photos printed on-the-fly to exhibition quality, fine art prints, there's a Canon photo printer that's just right, no matter your skill level. Canon printers ensure you'll produce the perfect print with advanced technologies to ensure vivid, richly colored prints that will last a lifetime.



PIXMA MP970



DIRECT PRINT

It's a fast and easy way to print pictures on the spot without a computer. Just connect any PictBridge-compatible printer to a digital camera and print.



1. CONNECT

Connect the USB cable to a Canon digital camera or PictBridge compatible camera.



2. PRESS/PRINT

Press the lit Print/Share button. You'll have long lasting, professional quality prints in minutes.



Camera and printer sold separately.



SELPHY CP740

SELPHY ES1

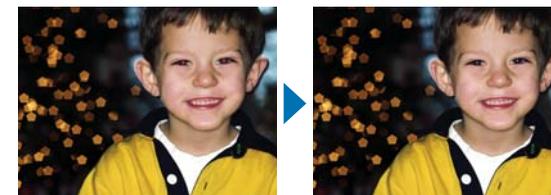
DYE-SUB PRINT QUALITY

Canon SELPHY Dye-Sublimation Printers offer brilliant print quality at high-speeds in a compact body. Dye-Sublimation Printers work by overlaying separate coats of Cyan, Magenta and Yellow to create photo-lab quality pictures. A final protective layer is added to preserve the photo from the harmful effects of moisture, UV rays, and environmental factors that may harm the photos. In fact, prints from Canon SELPHY Dye-Sub Printers will last for up to 100 years.*



RED-EYE CORRECTION

SELPHY Compact Photo Printers can detect and correct red eye, an all-too familiar outcome of flash photography. A sophisticated algorithm is employed to detect the phenomenon, which signals the printer to reduce the effect in the finished image.



CREATIVE PRINTS (ES1 ONLY)

The SELPHY ES1 offers fun Creative Print options like speech bubbles, calendar creation, photo albums and multi-layout prints.



Speech Bubbles



Calendar



Multi Layout



Album

*Based on accelerated dark storage testing by Canon under controlled lighting, temperature and humidity conditions. Canon cannot guarantee the longevity of the prints; results may vary depending on printed image, display/storage conditions and environmental factors.



PIXMA MP520

FINE PRINT HEAD TECHNOLOGY

Canon's high-precision FINE (Full-photolithography Inkjet Nozzle Engineering) print heads each have thousands of nozzles designed to release microscopic ink droplets as small as 1-picoliter in a single pass, resulting in fast, high-resolution printing. Capable of plotting thousands of ink droplets each second, Canon print heads are engineered using a photo-lithographic process that produces incredibly high-precision output and equally incredible prints.



BRILLIANT COLORS

Photos printed with inks based on the ChromaLife100 System have a 100-year print life* when kept in albums, and when these inks are combined with Canon genuine photo media, prints will maintain 30-year light fastness and 10-year gas fastness. This advantage is achieved without compromising print quality or speed.



QUICKSTART

Select PIXMA multi-function printers are available with a QuickStart feature. QuickStart allows you to input commands approx. 3 seconds after pressing Power, reducing waiting time.



ETHERNET CONNECTIVITY

Select PIXMA photo and office printers can be connected to a home network via a built-in Ethernet port, allowing multiple users blazing fast access to an all-in-one solution to printing, copying and scanning.

MEMORY CARD SLOT

Select PIXMA and SELPHY photo printers and multifunction printers are equipped with Memory Card Slots for cable-free printing from compatible CF cards, SD cards (MultiMediaCards) and Memory Sticks.



EASY-SCROLL WHEEL

The genius of Canon's printer technology is that while it's incredibly advanced, it's also designed to be simple. Large, bright screens, the Easy-Scroll Wheel and logical buttons take the guesswork out of printer operation. Menus are designed to be clear and intuitive, whether in the camera or on the printer. With Canon technology in your corner, you can concentrate on what matters—your prints. You'll be a master printer before you know it.

SELPHY COMPACT PHOTO PRINTER

for ES1



for CP740



PIXMA PHOTO PRINTER

Fine Art Papers



Photo Papers



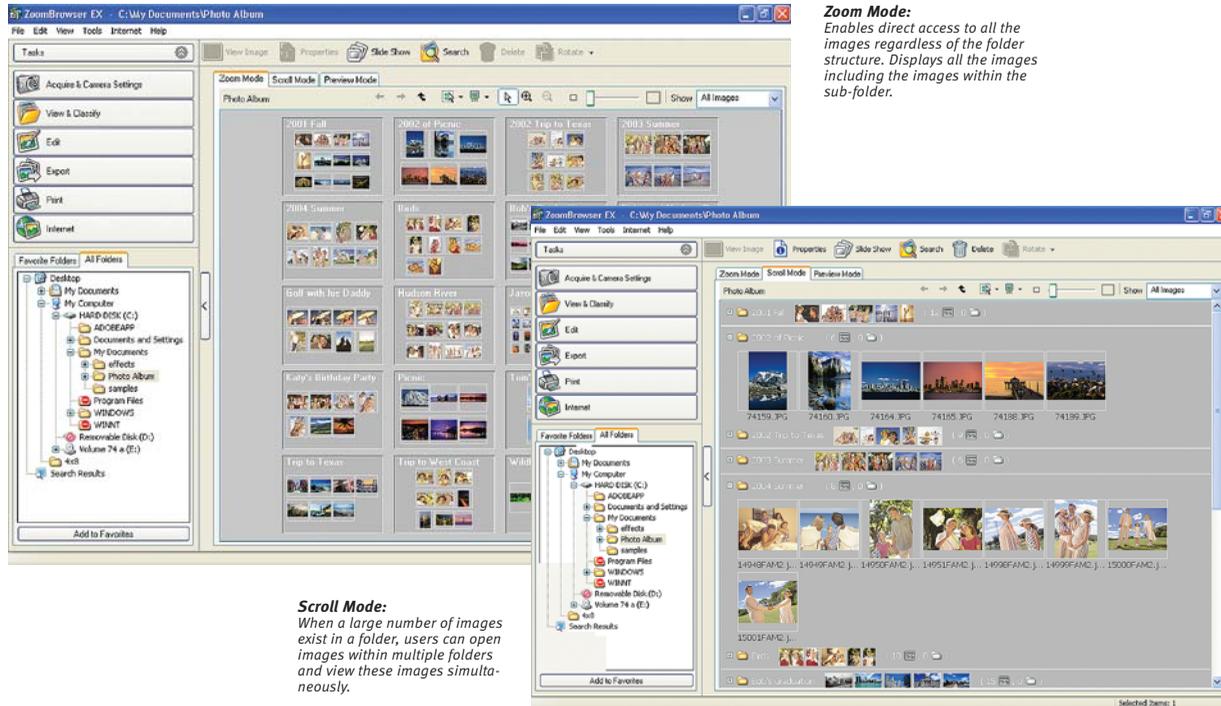
For a complete list of compatible models, please refer to www.canonusa.com/consumer

* Based on accelerated dark storage testing by Canon under controlled temperature, humidity and gas conditions, simulating storage in an album with plastic sleeves. Canon cannot guarantee the longevity of the print; results may vary depending on printed image, drying time, display/storage conditions and environmental factors. See www.usa.canon.com/chromalife100 for additional details.

† Optional 4" x 8" Size Paper Cassette PCW-CP100 required.
†† Optional Credit Card Size Paper Cassette PCC-CP100 required.

Software

ZOOMBROWSER EX (WINDOWS) / IMAGEBROWSER (MAC)



ZoomBrowser EX for Windows and ImageBrowser for Mac provide essential camera connectivity, file management and image viewing functions in a user-friendly application that is fast and reliable. Use the intuitive interface to download images from a CompactFlash or SD memory card and organize image files on the computer hard drive. Users can transfer their best shots to the computer, clear the card and shoot again. Developed for both PowerShot camera users and EOS Digital SLR users, the new ZoomBrowser EX 6.0 features a host of improvements.

MOVIE EDITING

Enjoy full-featured movie editing and cropping, including merging multiple movies and stills, adding titles or comments, creating transitions and other effects. In addition, newer PowerShot cameras record movies in 1-second increments that allows highly flexible editing with quick data-save performance.



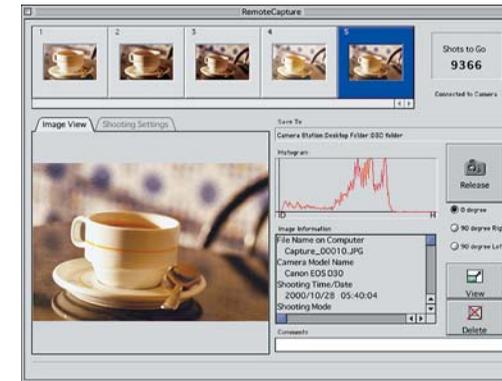
RED-EYE CORRECTION

There are both Auto and Manual Modes to correct the red-eye caused by night or indoor shooting simply by selecting the "Red-Eye Correction" from the edit menu.



REMOTECAPTURE* (WINDOWS/MAC)

Users can shoot and control select PowerShot cameras right from a computer. An intuitive interface clearly displays all functions.



RAW IMAGE TASK (WINDOWS/MAC)

RAW Image Task allows users full editing abilities of RAW image files taken with the PowerShot G9. The easy-to-use software allows complete post-shooting adjustment of adaptive noise control, exposure, color, contrast, white balance and more. Print directly from the RAW or export to TIFF or JPEG for a complete, powerful image editing solution.

PHOTOSTITCH (WINDOWS/MAC)

Line up sequential images horizontally, vertically, or in 2x2 matrices to create seamless, ultra-high-resolution panoramic prints and posters.



DIRECT TRANSFER (WINDOWS/MAC)



PowerShot cameras with the Print/Share button greatly simplify the transfer of image files to a computer. With the software installed and the camera connected to a computer, file transfers are as easy as pressing the Print/Share button. Multiple options will appear on the camera's LCD monitor, and even include creating new desktop wallpaper from a selected image.



System Requirements

(A CD-ROM drive is required for installing software):

[Windows®] OS: Microsoft Windows 2000 SP4/XP/Windows Vista
Computer Model: Above OS pre-installed models with built-in USB ports
CPU: Pentium 500MHz or higher (Windows 2000 SP4/XP), Pentium 1.3GHz or higher (Windows Vista) Processor Interface: USB

[Macintosh®] OS: Mac OS X (v. 10.3 – 10.4 or higher)
Computer Model: Above OS pre-installed models with built-in USB ports
CPU: PowerPC G3, G4, G5 or Intel processor Interface: USB

System Requirements depend on models.

