

Canon



DC50

DVD Camcorder

Item Code: 2055B001
est. street price: \$799.00†

The Height of DVD Performance

The name Canon has always meant photographic and broadcast television lenses with optical excellence, as well as advanced image processing, and superb performance. And Canon digital video camcorders are no exception.

In fact, Canon digital camcorders include a family of sophisticated and powerful DVD camcorders. With this innovative line, you experience all the image quality, convenience and compatibility of DVD technology in sleekly designed camcorders.

The DC50 is at the top of Canon's impressive line of DVD camcorders with the performance of a 5.39 Megapixel CCD image sensor -- outstanding video quality and 5 Megapixel digital photographs. You get an array of advanced features including Super-Range Optical Image Stabilization, Dual Layer recording capability and Canon's exclusive next-generation DIGIC DV II for uncompromised video and still image processing. The DC50 is also easy to use, with the Joystick exposure control, Quick Start, and Horizontal Marker -- all in a stylish and easy-to-use design.

† Prices and specifications subject to change without notice. Actual prices are determined by individual dealers and may vary.

Features

Record Direct to DVD



The DC50 digital camcorder lets you record directly to DVDs, and lets you shoot and share video through a variety of options. Only 3" (8cm) in diameter, the DC50's DVD-R/-RW discs are compatible with most DVD players and can store up to 30 minutes of video in standard mode and 60 minutes of video in long play mode. They also record to DVD-R DL (dual layer) discs that can store up to 108 minutes of video.

With the DC50's DVD technology, you no longer have to worry about mistakenly taping over a once-in-a-lifetime piece of footage. Simply shoot, and the DC50 ensures that you record onto a blank part of the DVD.

The DC50's DVD functionality also makes it possible for you to review your footage quickly and easily without the bother of rewind or fast-forward searching. With the camcorder's Visual Index, you can review your footage at a glance and play the selection you want. You can even select shots and arrange them in a playlist. It's like editing your video right in your camcorder!



What's more, the finalization process for these DVDs is quick and easy with the DC50. It's just one more reason why you'll love recording direct to DVD with your DC50.

Canon Optical Image Quality



10x/200x
OPTICAL ZOOM / DIGITAL ZOOM



**Genuine Canon
Video Lens**

Since 1934, the name Canon is synonymous with optical excellence around the world. That's why Canon's expertise in designing lenses for photography and broadcast television goes into every camcorder lens we make. So it's no surprise that the DC50 gives you video and photos that are clear and rich with color and detail.

The DC50's Genuine Canon 10x Optical Zoom and 200x Digital Zoom lens is a high-performance multi-group lens with a double-sided aspherical element. It's coated to reduce glare and ghost images. It's the kind of superb optical instrument for which Canon has become famous. Combined with leading-edge image processing, nothing will come between your vision and your videos and photos.



An impressive zoom range means you won't miss that shot of your child on the other side of the soccer field, and you'll be able to capture the beauty of your dream vacation no matter where you go.

SuperRange Optical Image Stabilization



The DC50 also comes with Canon's innovative Super-Range Optical Image Stabilizer (OIS), which combines gyro- and image-sensors to give image stabilization through a wider range of camera motions. Some image stabilization systems correct one type of camera motion or vibration better than another. But Canon's Super-Range OIS corrects for a wide range of camcorder motion: the fast vibration Super-Range Optical Image Stabilizer you'd experience while recording from a moving car; the medium-speed motion of hand-held recording; and the slower motion of body sway. No matter what you're recording and how you're recording it, the DC50's stabilization design corrects camcorder shake instantly.

This advanced OIS system is available and equally effective whether you are shooting video or photos.

In addition, optical stabilization keeps your shot steady without a loss in image quality -- something that can't be said for *electronic* image stabilization.



Brilliant Video

5.39 Megapixel CCD



The DC50's powerful 5.39 Megapixel CCD makes it one of the highest resolution camcorders you'll find in its price range, delivering exceptional quality video. The DC50's stunningly vivid video and color rival those of a 3 CCD camcorder. Plus, with its RGB Primary Color Filter, you get incredible detail and vivid, true-to-life color. Other camcorders process color using a standard CMY filter, resulting in duller colors. Canon's RGB filter separates light into its red, green and blue components resulting in natural-looking tones and vivid hues. Together, these two technologies ensure brilliant image quality that matches the camcorder's brilliant DVD functionality.

DIGIC DV II



**DIGIC
DVII**

Because Canon's exclusive DIGIC DV II next-generation signal processing circuit processes video and still images differently, you get uncompromising image quality for both. Video and still images have different color requirements and DIGIC DV II technology processes the two signals accordingly for improved color reproduction. That means your video images are maximized for viewing on monitors and for projection. It also uses a hybrid noise reduction system that employs two types of noise reduction - for stunning images that are crystal clear whether it be video or photos. DIGIC DV II is another of Canon's advanced technologies that help to make the DC50 an exceptional performer.

Horizontal and Grid Markers

The Horizontal Marker feature gives you a horizontal line in your viewfinder. You simply line up the horizon (or other horizontal line) to this line to ensure a level shot. The Grid Marker lets you see a grid in your viewfinder to help you compose the perfect shot. Both can be set to either white or gray so they're easily visible -- not matter what the background.



Smooth Zoom Control

With this innovative feature, you can always be sure of smooth, steady, professional looking zoom shots. Simply select one of three pre-set zoom speeds. Your DC50 will automatically control your zoom so you can shoot like a pro.

Stunning Digital Photography

With the DC50, you get both a DVD camcorder and digital still camera -- all rolled into one. What's more, the DC50's photo features make it a still camera that rivals other state-of-the-art digital cameras.

5 Megapixel Digital Photography



MEGA PIXEL

The DC50's 5.39 Megapixel CCD lets you take brilliant, sharp 5 Megapixel digital still photographs. Combined with RGB Primary Color filter, your photos will be sharper, clearer and more true to life. With performance rivaling a still camera, that sunset on the beach you shoot will be more dramatic--with every color in the sky faithfully captured. The joy on the face of a child scoring his/her first goal on the soccer field is recorded just as you saw it.

DIGIC DV II

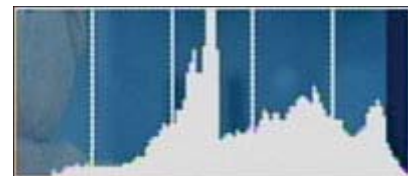


**DiGiC
DVII**

Because Canon's exclusive DIGIC DV II next-generation signal processing circuit processes video and still images differently, you get uncompromising image quality for both. Video and still images have different color requirements and DIGIC DV II technology processes the two signals accordingly. That means digital photos are maximized for viewing on computer monitors and as prints.

Histogram Display

The DC50's advanced Histogram Display lets you fine-tune your exposures by viewing the brightness of your still images as you shoot just as in Canon's line of digital SLR cameras.



Joystick Exposure Control



The DC50's Joystick lets you control your exposure under difficult lighting conditions -- you can meter on your subject and lock your exposure, or you can compensate by adjusting your exposure by up to 11 stops.

9 Point Ai-AF

Auto Intelligent Auto Focus ensures sharp images and gives creative flexibility. Even when your subject isn't in the center of the frame, the DC50's Ai-AF will bring it into sharp focus.

Auto Exposure Modes

Like any good digital still camera, the DC50 lets you choose from a range of exposure modes. Auto mode automatically sets the exposure, letting you concentrate on your subject. AV (aperture priority) mode lets you control depth of field by letting you choose the aperture. TV (shutter priority) mode lets you select the shutter speed for sharp, action shots. In P (program) mode, the camcorder adjusts camera settings automatically.

Image Effects

The DC50 lets you choose from the following effects to add creative flare to your photos: Vivid, Neutral, Low-Sharpening, Soft Skin Detail and Custom.



Drive Modes



Drive mode settings let you shoot in a variety of ways that suit your style and your subject. In addition to single shooting, you get continuous shooting and high-speed continuous shooting, which let you shoot up to 60 continuous frames at high speed. You also get Auto Exposure Bracketing, which automatically takes three different exposures: one at normal exposure, one at -0.5 EV, and one at +0.5 EV. This ensures the right exposure under difficult lighting conditions. (Available in card still image mode only.)

Special Scene Modes



A wide selection of automatic exposure modes makes it easy to capture great photos -- and video -- under any conditions. Portrait mode ensures shallow depth of field for a pleasing background to your shots of friends and family. Sports mode stops the action with faster shutter speeds. Night mode is designed to give you great shots after the sun goes down. Snow and Beach modes compensate for bright surroundings and give you the proper exposure on your subject. Sunset mode results in vibrant, well-exposed colors for one of the toughest subjects to capture. Use Spotlight mode when your child is on stage and in the spotlight -- literally -- and you want to make sure the exposure is right for them. And, Fireworks mode records brilliant images of another tough subject: the holiday fireworks display.

Simultaneous Photo Recording

Capture e-mail ready digital photos to a memory card while you record video.

Built-in Flash with Red-Eye Reduction

Capture photos in low light condition or fill in for shadows on bright sunny days and reduce red-eye for beautiful photos of friends and family.



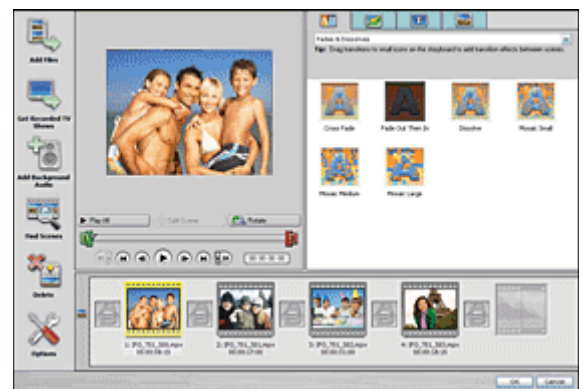
Roxio MyDVD for Canon Software



With your camcorder's Roxio MyDVD for Canon Software, you have everything you need to get the most out of the video you shoot. The software supplied with your camcorder enables you to edit your video. This way, you keep just your most precious shots and can let them tell the stories you want to tell. You can then create Chapter & Play menus so you can access and play just the video you want to watch. Then, it lets you burn DVDs so you can share the captured memories with all your friends and family.

Roxio MyDVD for Canon Software also makes it easy to share your video with its One Touch Dubbing feature (available only with Windows XP). With one touch of a button, your video is automatically captured to your PC and dubbed to a DVD. No one has to wait long for their copy.

Or, if your PC isn't equipped with a DVD drive, the software lets you capture your video to your computer and then burn a DVD using the camcorder itself. Roxio MyDVD for Canon Software is also compatible with dual-layer as well as single layer discs.



Finally, Roxio MyDVD for Canon Software simplifies your life by letting you read unfinalized DVDs via your USB 2.0 Hi-Speed Terminal.

It's the software you need to get the most out of your DVD camcorder.

Widescreen HR Recording



The DC50 records true High Resolution Widescreen for picture perfect video. Canon's Widescreen HR Mode uses the entire width of the image sensor, capturing true 16:9 widescreen.

So why is the way you record widescreen images so important? Because you want an image made for widescreen, not adapted for widescreen. Widescreen is the future -- every HD television is widescreen.

The story of how we do it may be a bit technical, but the result is clear to see. Canon camcorders use the entire width of the image sensor to capture your precious video in true 16:9 format. What difference does this make? It's simple. With more pixels captured, you get better image quality. Other camcorders force the wider picture into a smaller space on the sensor -- giving you a less than true image, with fewer pixels and lower quality. With High Resolution recording on a Canon camcorder, the canals of Venice will be as grand as you remembered seeing them.

The viewfinder of your DC50 displays the image in a "letterbox" view -- from side to side and top to bottom, what you see will be what you get. No guessing and extra work when looking at an image that's distorted like a fun house mirror. Not only that, but the DC50's big, 2.7" LCD screen and .27" widescreen viewfinder let you see exactly what you're recording.



The DC50 also lets you show your great Widescreen HR video on a standard television in letterbox format.

Plus, to make it even easier, a Widescreen Button lets you switch from standard 4:3 to 16:9 Widescreen Mode at the touch of your finger. The widescreen feature can also be used in both Program Mode and Auto Mode, as well as with the camcorder's advanced image stabilization.

Why shouldn't your camcorder shoot as wide as your widescreen TV? It should. The DC50 gives you the opportunity to own a camcorder that shoots as wide as your widescreen TV. And our competitors can't match the widescreen video you'll get from your Canon DC50.

You want your memories to last forever -- that's why you've taken the time to shoot them. And you want to shoot in widescreen format to get everything you can out of your new widescreen TV or home theater system. Remember -- widescreen is the future -- be sure you invest in that future with a Canon camcorder.

Quick Start



With Quick Start, you'll never miss a shot again as you rush to turn your camcorder on and start recording. With Quick Start, you simply push the Quick Start button to put your camcorder in stand-by mode. Then, with your camcorder in stand-by mode, you can simply push it again and your camcorder begins to record in less than a second. With Quick Start, it's easy to capture the spontaneous and surprising moments that happen in your life. Whether it's the early halting steps of a toddler, the sudden run to the end zone to score that touchdown or the initial bike ride without training wheels, you won't scramble to catch the action the moment it begins. Quick Start also saves battery power so you get more recording between charges.



Audio Excellence

Your home movie theater experience wouldn't be complete without audio quality that matched the DC50's image quality. That's why the DC50 records audio in Dolby* Digital Stereo. Your friends and family will be impressed as the vivid memories you capture on disc come alive in the comfort of your living room.



* Dolby and the double-D symbol are registered trademarks of Dolby Laboratories.

Share Your Photographs

Your DC50 comes with a variety of features that make it fast and easy to share your still photos.

Print & Share



Print & Share turns your DC50 into a photo lab in the palm of your hand. Simply connect your camcorder directly to select Canon printers or any PictBridge-compatible printer with the supplied USB cable. Then, with a simple touch of the Print & Share button, you can print directly from your DC50 without going through a computer.

Print & Share also makes it easy to transfer your still images to your computer. Simply connect your DC50 and your computer, press the Print & Share button and your photos are downloaded to your computer.

miniSD™ Memory Card

The camcorder also features a miniSD™ Memory Card slot for large capacity storage in a card that's 1/2 the size of a standard SD card.



Additional Features

- **Built-in Electronic Lens Cover** means you never have to go looking for your lens cover again. Plus, you don't have the bother of your lens cap dangling from your camcorder.
- **Built-in Ultra Video Light** lets you keep recording great video under low light conditions.
- **Built-in Flash** lets you take digital photographs even under low light conditions.
- **Easy Menu System** has been designed to make it easier to operate your camcorder.
- **USB 2.0 Hi-Speed Terminal** for fast transfer of video and photos.
- **Lower Power consumption**
- **17 Selectable Languages** include: German, English, Spanish, French, Italian, Polish, Romanian, Turkish, Russian, Ukrainian, Arabic, Persian, Thai, Simplified Chinese, Traditional Chinese, Korean and Japanese.
- **1 Year Parts And Labor Limited Warranty** provides protection long after other manufacturers' warranties expire.



Specifications

Digital Video

Audio Recording system	Dolby Digital (2 Channels)
Image Sensor	1/2.7"-inch CCD, approx. 5.39 megapixels (primary color filter)
Maximum recording time	(single sided/single layer: 1.4GB) XP: 20min., SP: 30min., LP: 60min. (single sided/dual layer: 2.6GB) XP: 36min., SP: 54min., LP: 108min.
Lens	f = 6.1 - 61 mm f/1.8 - 3.0 (movie) f/2.8 - 3.0 (still image) 10x power zoom
Minimum Illumination	0.3 lx (using Night Mode)
Recommended Illumination	More than 100 lx
AF System	37mm
Viewfinder	.27-inch TFT Color, approx. 123,000 pixels
LCD Screen	2.7-inch TFT Color, approx. 123,000 pixels
Recording Media	DVD-R/-RW/-R DL
Number of Recording Pixels	Effective pixels (movie): approx. 3.98 megapixels (4:3) approx. 3.68 megapixels (16:9) Effective pixels (still image): approx. 5.0 pixels
Dimensions	(W x H x D) 2.4 x 3.5 x 5.1in. (62 x 90 x 130mm) (not including grip belt)
Weight (not including lens and battery pack)	1.1 lb (480g)

Note: * IS - Image Stabilization

Supplies & Accessories

Battery Pack BP-208



Battery Charger CG-300



SC-2000 Soft Carrying Case

Protect your camcorder with the professional-quality SC-2000 Soft Carrying Case, featuring secure compartments for filters and extra battery packs.



WS-20 Wrist Strap

Alternately, the WS-20 Wrist Strap will make sure you don't lose hold of your camcorder during life's more exciting moments.



CA-570 Compact Power Adapter

This is the standard charger and power source for the Optura Xi. It will charge one battery at a time. It connects directly to the camcorder's body and the battery can be charged while the CA-570 is attached. This means you don't need to take a charger with you on a trip.

**Can't find the part or accessory you're looking for? Customer Support can help.
Call 1-800-828-4040 for assistance.**

What's in the Box

DC50 Box Contents:

1. DC50 Camcorder
2. DVD-R Disc
3. Compact Power Adapter CA-570
4. Battery Pack BP-208
5. Wireless Controller WL-D86
6. Stereo/Video Cable STV-250
7. Interface Cable IFC-300
8. Digital Video Solution Disc for Windows & Macintosh
9. Roxio MyDVD for Canon Software

