



# ZR800

## Digital Camcorder

Item Code: 1880B001  
est. street price: \$279.00†

### Affordable Performance

Around the world, the name Canon means optical excellence, advanced image processing and superb performance. And Canon digital video camcorders are no exception.

Whether you're shopping for your first camcorder, or would like to upgrade from analog to digital, the new ZR camcorders are a perfect balance of style, performance and affordability. The ZR digital camcorders give you a brilliant Genuine Canon 35x Optical Zoom lens, Canon's advanced image stabilization system, Widescreen HR recording, DIGIC DV image processing, Joystick controller, and Level and Grid Markers. The results are brilliant video and digital photos that you can easily share with family and friends.

The ZR800 has everything you need to enter the world of digital video camcorders including some features that are traditionally found on more expensive models. It provides the user with the perfect combination of style and ease-of-operation that makes it easy to capture life's precious memories.

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

# Features

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## 35x Optical Performance You Can See



**35x/1000x**

OPTICAL ZOOM / DIGITAL ZOOM



**Genuine Canon  
Video Lens**

The name Canon is synonymous with optical excellence the world over. Brilliant optical quality is part of every Canon broadcast TV lens, 35mm film camera, digital camera and camcorder -- and the ZR800 is no exception. It gives you clear, vibrant and brilliant video you'll be proud to share.

Your ZR800 camcorders come with Genuine Canon Optics, known worldwide by professionals and consumers alike for unsurpassed optical performance. In addition, the ZR camcorders come equipped with Canon's longest zoom ever: a 35x Optical Zoom. Plus, a powerful 1000x digital zoom lets you get close to the action from even farther away.

## Image Stabilization

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The ZR800's image stabilizer allows you to shoot rock-steady video -- even at maximum telephoto without a tripod -- for professional-looking video.

**IMAGE  
STABILIZER**

## Brilliant Video



**DIGIC**  
**DV**

The new ZR800 features Canon's exclusive DIGIC DV image processor, which processes video and photos differently, resulting in exceptional color and clarity for both. Other features make it easy to record brilliant video.

## Smooth Zoom Control

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With Canon's smooth zoom control, you'll have three, pre-set zoom speeds that ensure professional, steady zoom shots.

## Level and Grid Markers

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Capturing level, well-composed shots is simple with the ZR800. Line up the horizon or other horizontal lines with the Level Marker in the viewfinder for level landscapes. Or, use the Grid Marker to help compose the perfect shot. Both markers can be set to white or grey for enhanced visibility, no matter what the background.



## Widescreen HR Recording



You want your memories to last forever -- that's why you've taken the time to capture them. And you want to shoot in widescreen format to get everything you can out of your new widescreen TV or home theater system.

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

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 video in true 16:9 format. What difference does this make? It's simple. With more pixels captured, you get better image quality. Some competitors' camcorders force the wider picture into a smaller space on the sensor -- giving you a less true image, with fewer pixels and lower quality. With a Canon camcorder, your videos of your travels will let you relive great memories.

In addition, the viewfinder on your ZR800 displays your widescreen image in a letterbox view. From side to side and top to bottom, what you see is what you get. You can also view your widescreen shot in the ZR800's large, 2.7" LCD screen or its .35" color viewfinder. Either way, there isn't the guessing or extra work in looking at an image that's distorted like a fun house mirror.



To make things even easier, a Widescreen Button lets you switch from standard 4:3 to 16:9 Widescreen HR at the touch of your finger. You can also use the widescreen feature with the camcorder's advanced image stabilization.

Every one of the camcorders in Canon's new ZR series gives you Widescreen HR Recording at a very affordable price. Why shouldn't your camcorder shoot as wide as your widescreen TV? It should -- and it's hard to match the widescreen video, or the value, you'll get from your Canon ZR.

Remember -- widescreen is the future. And Canon's Widescreen HR is true widescreen that's picture perfect.

## Easy Operation

The new ZR800 comes with a variety of features that make it an easy-to-operate camcorder.

The Joystick makes using the camcorder easier than ever. Extra buttons have been eliminated, allowing you to access many functions from one convenient place. The Joystick lets you control Play, Stop, Fast Forward, and Rewind functions during playback. It also controls exposure lock and exposure compensation during recording.

Also, an easy-to-read menu system makes the ZR800 a breeze to operate.



For the ultimate in stress-free shooting, there's the Easy Mode. In this setting, your ZR800 will automatically choose the focus, exposure and any additional available parameters to ensure that whatever you're recording comes out looking great. You don't have to worry about a thing -- just point and shoot!



**EASY  
MODE**

Plus, this versatile camcorder is designed for lower battery consumption -- so you can keep on recording.

## Perfect Exposures

The new ZR800 gives you exposure controls found on expensive digital still cameras.

### Exposure Lock

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With a push of its convenient omni-selector joystick, the ZR800 lets you lock your exposure settings, and then recompose your shot. For example, you can lock your exposure while zoomed in on your subject's face. Then, even if you zoom out to include a very bright or dark background, your ZR800 will still give your subject the right exposure. Also, by shifting the omni-selector left or right, you can adjust your exposure by up to +/-11 stops (+/-2.75 EV).



### Auto Slow Shutter Function

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The Auto Slow Shutter function ensures perfect exposures in low light by lowering your shutter speed.



### Program AE Mode

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The ZR800 comes with Program AE Mode settings that give you perfect exposures in a variety of conditions: Snow, Beach, Sunset, Spotlight, Fireworks, Portrait, Sports and Night.

## Share Your Videos

The ZR800 comes with an array of features that make it easy to share your videos.

### Firewire/IEEE1394 DV Terminal

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Transfer your video to your computer and you can easily share your captured memories with friends and family. With the ZR800, it's simple. Just connect your computer to your camcorder's IEEE1394 DV terminal with a DV cable. Also known as Firewire or iLink, this high-speed interface lets you download your precious video footage with virtually no loss of video or audio quality. Your favorite recorded moments retain their pristine image and sound for everyone to enjoy.



### Additional Features

- **Built-in Manual 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.
- **Microphone Terminal** lets you plug in an external microphone for enhanced audio performance.
- **1 Year Parts And Labor Limited Warranty** provides protection long after other manufacturers' warranties expire.



# Specifications

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## Digital Video

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<b>Image Sensor</b>	1/6" CCD, approx. 680,000 pixels
<b>Total Pixels</b>	Approx. 680,000
<b>Effective Pixels</b>	Movies: approx. 340,000 (4:3) approx. 450,000/360,000 (16:9 IS* OFF/ON)
<b>Tape Format</b>	MiniDV
<b>Maximum Recording Time (with an 80-min. cassette)</b>	SP: 80 min.; LP: 120 min.
<b>Lens</b>	focal length: 2.6-91mm, f/2.0 - 5.0, 35x Optical Zoom
<b>Minimum Illumination</b>	2 lx (using Night Mode)
<b>Recommended Illumination</b>	More than 100 lx
<b>Viewfinder</b>	0.35", 114,000 pixels, wide-screen
<b>LCD Screen</b>	2.7", approx. 112,000 pixels, wide-screen
<b>Dimensions</b>	(WxHxD) 2.2 x 3.6 x 4.7 in. (57 x 92 x 119 mm)(not including grip belt)
<b>Weight (not including lens and battery pack)</b>	13.2 oz. (375g) (camcorder body only)

Note: \* IS - Image Stabilization

# Supplies & Accessories

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## **BP-2L14 Battery Pack**

Lithium-Ion batteries, unlike Nickel-Cadmium batteries, have no “memory effect” which can reduce the usable power of the battery over time.

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## **CB-2LW Battery Charger for Canon NB-2LH Batteries**



## **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.

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## **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.

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## **Canon DV Camcorder Starter Kit**

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**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***

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## **ZR800 Box Contents:**

1. ZR800 Camcorder
2. Battery Pack BP-2L5
3. Compact Power Adapter CA-590
4. Stereo Video Cable STV-250N

