



ZR850

Digital Camcorder

Item Code: 1878B001
est. street price: \$329.00†



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 ZR850 is the top of the line of ZR camcorders. This new addition to the ZR family includes a 1.07 Megapixel CCD, along with an array of features that turn your camcorder into a digital still camera, including 9 Point AiAF (Auto Focus), Progressive Photo, Simultaneous Photo Recording, Special Scene Modes, and Image Effects. It is also compatible with SD HC (High Capacity) memory cards for storing even more of your images. A built-in video light ensures that regardless of the conditions, your subject will be clearly seen. With the ZR850 you get all of these exciting features, plus its ease-of-use makes it the perfect solution for capturing all of life's precious memories.

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

Features

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 ZR850 is no exception. It gives you clear, vibrant and brilliant video and digital photographs.

Your ZR850 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



The ZR850'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 ZR850 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

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

Level and Grid Markers



Capturing level, well-composed shots is simple with the ZR850. 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.

Built-in Video Light



The ZR850 even comes with a built-in video light so you can record video that's great -- when the light isn't.

Megapixel Performance



MEGA PIXEL

With the ZR850 you get a 1.07 megapixel CCD image sensor. Your video will be sharper, clearer and more true to life, as will your photos. Every sunset on the beach will be more dramatic with every color in the sky faithfully captured. The joy on the face of a child scoring her first goal on the soccer field is recorded just as you saw it.

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 ZR850 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 ZR850'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 ZR850 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.



With Quick Start, you'll never miss a shot again. Simply push the Quick Start button, in between shots, to put your camcorder in stand-by mode. Push the Quick Start button again, and your camcorder powers up and begins to record in less than a second. When using Quick Start, you are considerably extending the life of your battery compared to that of regular recording mode.

Also, an easy-to-read menu system makes the ZR850 a breeze to operate.

For the ultimate in stress-free shooting, there's the Easy Mode. In this setting, your ZR850 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 ZR850 gives you exposure controls found on expensive digital still cameras.

Exposure Lock

With a push of its convenient omni-selector joystick, the ZR850 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 ZR850 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

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



Program AE Mode



The ZR850 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.

Stunning Digital Photography



When you've got your ZR850 with you, you can leave your digital still camera at home. That's because with Canon's DoubleShot technology, you don't just get video and photography -- you get the best of both.

At the heart of the ZR850's performance as a digital still camera is Canon's exclusive DIGIC DV signal processing circuit. Because video and still images have different color requirements, DIGIC DV processes the two differently. So, along with stunning video images, you also get digital photos from your ZR850 that are maximized for viewing on computer monitors and as prints.

The ZR850 also comes with an array of features that add to its performance as a digital still camera.

9 Point Ai-AF

A feature found on more expensive camcorders, Auto Intelligent Auto Focus ensures sharp images and gives creative flexibility. Even when your subject isn't in the center of the frame, the ZR850's 9 Point AiAF will bring it into sharp focus.

Progressive Photo

Canon's Progressive Photo gives you sharper detail in your digital photography.

Scene Modes



Special Scene Modes ensure accurate exposures under a wide variety of difficult lighting conditions. Modes include: Portrait, Sports, Night, Snow, Beach, Sunset, Spotlight, or Fireworks. For example, choose Spotlight and your camcorder exposes for the subject in the center of your frame. This is perfect for recording your child's moment in the spotlight on stage. Or, pick Night to capture the magic of a cityscape after the sun goes down.

Image Effects

Four different image settings are available depending on your subject: Vivid, Neutral, Low-Sharpener, and Skin Detail.



Simultaneous Photo Recording

Simultaneous Photo Recording lets you capture a digital photograph while recording video.



Share Your Videos

The ZR850 comes with an array of features that make it easy to share your videos.

Firewire/IEEE1394 DV Terminal

Transfer your video to your computer and you can easily share your captured memories with friends and family. With the ZR850, 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.



Motion JPEG Mode

With the ZR850's Motion JPEG Mode, you can also record movie clips directly to your camcorder's memory card for posting online or e-mailing to family and friends.



Share Your Photos



The ZR850 give you a variety of ways to share your photos with friends and family. It's easy to share digital photos via email because you can easily transfer images directly to your PC using the USB terminal. You can also print directly from your camcorder to any PictBridge-compatible printer, or store your digital photos on a Secure Digital (SD) Memory Card or a MultiMediaCard. Plus, these new ZRs are SD HC compatible, which allows you to use cards with a capacity of 2GB or larger. That means you can store even more digital photos than before.

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.
- **Remote Control** lets you be operate your ZR850 remotely -- so you can be in the picture with everyone else.
- **1 Year Parts And Labor Limited Warranty** provides protection long after other manufacturers' warranties expire.



Specifications

Digital Video

Image Sensor	1/6" CCD, 1.07 Megapixels
Tape Format	MiniDV
Maximum Recording Time (with an 80-min. cassette)	SP: 80 min.; LP: 120 min.
Lens	focal length: 2.6-91mm, f/2.0 - 5.0, 35x Optical Zoom
Minimum Illumination	2 lx (using Night Mode)
Recommended Illumination	More than 100 lx
Viewfinder	0.35", 114,000 pixels, wide-screen
LCD Screen	2.7", approx. 112,000 pixels, wide-screen
Total Pixels	tape: 4:3 - approx. 690,000 pixels 16:9 (IS* off) - approx. 710,000 pixels 16:9 (IS* on) - approx. 550,000 pixels card: approx. 800,000 pixels
Dimensions	(WxHxD) 2.2 x 3.6 x 4.7 in. (57 x 92 x 119 mm)(not including grip belt)
Weight (not including lens and battery pack)	13.4 oz. (380g) (camcorder body only)

Note: * IS - Image Stabilization

Supplies & Accessories



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.



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.



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.



Canon DV Camcorder Starter Kit

**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

ZR850 Box Contents:

1. ZR850 Camcorder
2. Battery Pack BP-2L5
3. Compact Power Adapter CA-590
4. Wireless Controller WL-D85
5. Stereo Video Cable STV-250N
6. USB Cable IFC-300
7. Digital Video Solution Disc for Windows & Macintosh

