



Canon adds to its PowerShot compact camera series

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Canon today announced both the PowerShot S95, replacing the popular S90, and the SX130 IS, a new addition to the PowerShot series. Both new models offer added creativity and versatility to the high-performance range with the inclusion of advanced High Definition (HD) movie recording. Perfect for travel or creative photography, the PowerShot SX130 IS and PowerShot S95 let users get more out of their photography while enjoying a small, lightweight camera, says Rochelle Mora, Brand Manager Imaging, Canon New Zealand. The new models now offer impressive HD movie footage as well as extremely high quality stills and an array of other advanced features.

Capture special moments on video

The PowerShot SX130 IS and S95 offer advanced movie shooting, providing users the versatility of capturing those special moments in stunning stills and also in High Definition video footage with stereo sound.

Optical Zoom while shooting is also possible on the PowerShot SX130 IS, allowing users to zoom while recording video to get up close to their subject while maintaining superior image and sound quality.

PowerShot SX130 IS perfect for any skill level

The PowerShot SX130 IS is an all-in-one camera with different modes for shooters of all levels, from worry-free, easy photography for beginners to manual settings that give mid-range users the freedom to develop their skills.

Users can adjust the settings of the SX130 IS to suit their skill level using Canon's Easy Mode, Intelligent Auto and Manual control.

With an increased 12x zoom and 28mm wide-angle lens, users can capture impressive landscapes and great group shots. Optical Image Stabilizer reduces the effects of blur caused by camera shake and lets users get clear shots, even at high zoom.

PowerShot S95 - advanced features into a pocket-sized body

With the PowerShot S95, users can enjoy a full range of features in a lightweight camera small enough to fit in their pocket.

At 10.0 megapixels with a high sensitivity CCD sensor, the S95 also features a bright f/2 Canon lens, allowing users to capture motion without blur as well as create shallow depths of field for professional looking shots. Image quality and clearness when shooting with high sensitivity has increased, compared to its predecessor.

With Hybrid IS, the S95 now offers more advanced image stabilization, reducing shift camera shake (when the camera moves horizontally in relation to the subject) which can occur in close-up photography.

The PowerShot S95 also features High Dynamic Range mode which reduces highlight blowout and loss of details in shadows, by simultaneously capturing three images with different exposures and combining them using in-camera photo editing software. The resulting image is more detailed and representative of what your eye can see.

Users who want more creative control can experiment with full manual control.

Key features:

PowerShot SX130 IS

High Definition (1280x720) movie recording with stereo sound

28mm wide-angle lens

12x Optical Zoom

12.1 megapixels

Optical Image Stabilizer

3.0-inch LCD screen

Easy Mode, Intelligent Auto and Manual Shooting

DiG!C 4 Image Processor

Low-Light mode PowerShot S95

High Definition (1280x720) movie recording with

f/2 bright lens

28mm wide-angle lens

10.0 megapixels with high sensitivity CCD sensor

HS System

Low-Light mode

3.8x Optical Zoom with Optical Image Stabilizer and Hybrid IS

RAW recording

Manual control

3-inch Pure Color II LCD

Tracking AF

Nostalgia mode (enables users to get creative with saturation settings)

Multiple Aspect Ratio

High Dynamic Range mode

Pricing and Availability
The PowerShot S95 (RRP 849.95) and PowerShot SX130 IS (RRP 399.95) will be available from September 2010 through Canon New Zealand Authorised resellers. For more information customers can contact Canon on 0800 222 666, or visit the website at canon.co.nz.

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About Canon

Canon New Zealand is a leading provider of advanced, simple-to-use imaging solutions for businesses and consumers. Canon has ranked among the top-four US patent recipients for the past 16 years, and had global revenues of around \$US43 billion in 2009. Canon New Zealand also operates Canon Finance New Zealand, which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit www.canon.co.nz
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