



Canon announces the world's first digital compact camera with a 35x zoom lens

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The new PowerShot SX30 IS lets users get more out of their photography while enjoying a small, lightweight camera. Sydney, 14 September 2010: Canon Australia today announced another addition to its PowerShot SX Series, the PowerShot SX30 IS. This is the world's first digital compact camera to house a huge super telephoto 35x zoom, making it perfect for travel or creative photography and for capturing those special occasions. "The 35x zoom will allow users to get closer to their subject than they ever thought possible and we guarantee they'll be blown away by the detail they can capture," said Danielle Hinton, Brand Manager - DSC, Canon Australia. "Some of the other stand-out features on the PowerShot SX30 IS include improved Optical Image Stabilizer, advanced movie capability with miniature effect, a new vari-angle screen and of course the stunning image quality that Canon cameras are renowned for." Zoom in closer than ever before With a super telephoto 35x Optical Zoom (24mm-840mm) and 24mm wide-angle lens, users can shoot impressive landscapes and great group shots, as well as get closer to their subject, capturing detail not previously possible with a compact camera. The improved Optical Image Stabilizer, equivalent to approximately 4.5 stops in terms of shutter speed, will reduce the effects of blur caused by camera shake and ensure your shots remain clear and crisp no matter how close you zoom in to your subject. The PowerShot SX30 IS features a new Zoom Framing Assist feature that helps you easily locate your subject if you happen to lose them while on a telephoto setting. If this occurs, users can press the Zoom Framing assist button which will automatically zoom out, allow the user to locate the subject and then once the button is released, will zoom back to the previous telephoto setting, making it easier to get the shot you want. New features offer versatility and creativity The PowerShot SX30 IS offers advanced movie shooting providing users the versatility of capturing those special occasions in stunning stills and also in High Definition video footage with stereo sound. Movies captured on the new PowerShot SX30 IS will be clear thanks to the Dynamic IS mode which reduces camera shake while shooting movies, as well as Scene Detection which automatically carries out the optimum image processing for that scene. Users can take their creativity to the next level by using miniature effect mode while shooting movies. 'Miniature effect' imitates the visual qualities of a 'Tilt Shift' lens, applying blur to background and foreground areas to render your subjects in miniature. High quality images with ease The SX30 IS features Canon's TruCapture technology, making it easy for users to get the shot they want. TruCapture combines three Canon proprietary technologies - Optical Image Stabilizer for clear, sharp shots; a DiGiC 4 Image Processor for true-to-life colours; and Intelligent Auto that makes taking photos easy. Boasting a huge 14.1 megapixel sensor and Canon's DiGiC 4 Image Processor, the PowerShot SX30 IS produces high-quality images and movies, ensuring those special occasions receive the best treatment. Key Features: Super telephoto with 35x Zoom (24mm to 840mm) 24mm wide-angle lens Improved Optical Image Stabilizer High Definition (1280 x 720) movie recording with stereo sound and miniature effect mode 2.7-inch vari-angle screen 14.1 megapixels DiGiC 4 Image Processor Li-ION rechargeable battery Pricing and Availability The PowerShot SX30 IS (RRP \$TBC) will be available from October 2010 through Canon dealers nationally. For more information customers can contact Canon on 1800 021 167, or visit the website at canon.com.au. Related Links Learn more about Canon's PowerShot range - ENDS - About Canon Canon Australia is a leading provider of advanced, simple-to-use imaging solutions for businesses and consumers. Canon's Australian R&D company, CiSRA, develops customised solutions for local customers, and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-four US patent recipients for the past 18 years, and had global revenues of around \$US35 billion in 2009. Canon Australia also operates Canon Finance Australia, which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit canon.com.au Media Contacts: Hill & Knowlton Media Bureau T: 61 2 9286 1249 E: canon@hillandknowlton.com.au Media Product Reviews: Emma Lilley - Hill & Knowlton T: 61 2 9286 1237 E: elilley@hillandknowlton.com.au