



Canon IXUS celebrates 10 years of style, innovation and photographic excellence

Sydney, 4 May 2010: Canon Australia today celebrates the 10th anniversary of its [IXUS range](http://www.canon.com.au/en-AU/For-You/Digital-Cameras/IXUS-Digital-Cameras) of compact digital cameras. Introduced in May 2000, the original

Sydney, 4 May 2010: Canon Australia today celebrates the 10th anniversary of its IXUS range of compact digital cameras. Introduced in May 2000, the original DIGITAL IXUS with its extremely compact body, cutting-edge style and innovative photographic technology, took the market by storm and represented a new generation of compact digital cameras.

At the time of its launch, the DIGITAL IXUS was the world's smallest and lightest digital camera with an optical zoom lens in the 2-megapixel sensor class. Ten years on, the brand is still considered a trend-setting digital camera, continuing to embody the iconic IXUS design and to impress consumers with its innovative technologies that consistently deliver high image quality.

Testament to its popularity, last year Canon IXUS received the Long Life Design Award by the Japan Industrial Design Promotion Organisation, the only organisation of its type involved in the comprehensive promotion of design. The Award recognises designs that have received long standing support and regular use by consumers.

The IXUS range offers consumers plenty of style and substance, with each successive launch, improving image quality and exceeding design expectations, said Danielle Hinton, Brand Manager DSC, Canon Australia. In 2009 Canon's TruCapture technology was introduced to the IXUS range making it easy for users to get the shot they want thanks to three Canon proprietary technologies: Optical Image Stabiliser for clear, sharp shots; a DiG!C Colour Processor for true-to-life colours; and Intelligent Auto that makes taking photos easy.

Our latest research tells us that image quality is a No. 1 consideration for consumers when purchasing a digital compact camera. With this in mind, Canon is constantly challenging itself to develop new technologies, such as TruCapture, to continue to improve image quality and maintain market leadership.

Canon's dominance of the Australian digital camera industry was confirmed recently when the company achieved No. 1 category spot with the IXUS and PowerShot compact camera and EOS digital SLR (DSLR) camera brands. The award was based on unit sales from January to December 2009 according to GfK retail audit data[i].

Canon Australia is thrilled with this milestone and is optimistic about IXUS's continued success in the compact digital camera market. Canon's ongoing investment in R&D ensures that we continue to deliver a robust portfolio of market-leading products. Additionally, our commitment to meeting the consumers' needs along with our strong on-going trade engagement will see Canon keep our lead position in the digital camera category, added Danielle.

Related Links

Learn more about Canon's IXUS digital camera range

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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-three US patent recipients for the past 17 years, and had global revenues of around \$US45 billion in 2008. 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

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