

# Groundbreaking new Canon Powershot G1X sets a new standard in advanced digital compact cameras

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“The PowerShot G1X is the ultimate companion camera for DSLR users from professionals to advanced amateurs who demand the highest quality in a compact size and the kind of creative image control that they’re used to in a DSLR,” said Rochelle Mora, Brand Manager – Imaging at Canon New Zealand. “The G1X takes the G-series to a new level, offering the largest sensor ever in a Canon compact camera, a new optimised lens and a range of features that simply allow people to capture shots that were impossible with a compact camera before now. This is the camera both enthusiasts and pros will be putting at the top of their wish-lists for their ‘everyday’ camera option.”

The PowerShot G1X overcomes the problems that compact cameras struggle with to capture the detail in low light or varying light conditions, and achieve the creative effects that are typically associated with DSLR photography such as exquisite background blur that highlights the subject of the photo. Through the combination of the 1.5 type 14.3 megapixel High Sensitivity CMOS sensor and a newly developed Canon f/2.8 lens (4x Optical Zoom and 28mm Wide Angle), the camera delivers outstanding light sensitivity with low noise, and high resolution with enhanced clarity to bring images to life.

“The PowerShot G1X is the ultimate companion camera for DSLR users ... offering the largest sensor ever in a Canon compact camera”

The new DIGIC 5 image processor delivers a new level of colour definition that shows off every shade in mother nature’s palette. Also, the DIGIC 5 processor and new large-area 1.5 type CMOS sensor are optimised to work together, producing clear pictures in dark situations with detail that is indiscernible to the human eye. Furthermore, the maximum 1/4000 shutter speed combined with light sensitivity up to ISO 12800 enable sports shooting in dimly lit environments.

For those whose talents stretch beyond just still imaging, the PowerShot G1X also features full HD (1080p) digital video recording capabilities. To ensure beautiful expression in both still and moving images, the G1X’s large sensor and 6-blade iris diaphragm combine to create a beautiful background blur to moving images as well as stills. The result is the photo or video subject being seen as the clear focus of the image, with background blurring far beyond what compact cameras have previously been able to produce.

“The PowerShot G1X has arrived to meet the growing demand for compact cameras that offer very high quality and full creative potential,” continued Mora. “We expect it to shake up the compact category with DSLR users and compact camera upgraders taking advantage of the powerful performance that has not existed at this level or in this compact form. The G1X is an unmatched compact camera option for those who demand high-quality results in a ready-to-go format”

Ensuring full creative expression, the PowerShot G1X is compatible with a comprehensive range of Canon EOS-related DSLR accessories including Speedlites, brackets, remote switches and lens filters.

Availability

The Canon G1X (RRP \$TBC) will be available from March 2012 through Canon New Zealand Authorised resellers.