



Canon introduces HD Movie Recording to PowerShot A-Series compact cameras

Three new entry-level PowerShot cameras feature simple and innovative technologies that make taking great photos and movies fun

SYDNEY: 6 January 2011 – Canon Australia today announced the introduction of High Definition Movie Recording to the PowerShot A-Series with the unveiling of its latest entry-level line-up. The new PowerShot A3200 IS, A2200 and A1200 incorporate an array of new and existing features that ensure users can shoot great quality photos and movies with ease.

“The new PowerShot A-Series offers an enhanced suite of entry-level compact cameras – all boasting a quality Canon lens and processor, innovative features, differentiated design and battery formats along with affordable prices to suit everyone’s needs,” says Danielle Hinton, Brand Manager DSC, Canon Australia.

In another significant first for the PowerShot A-series range, Canon announced the addition of the Creative Filter Mode, a feature previously exclusive to higher-end models. The Creative Filters allow users to enjoy six different effects, changing the ambience of the photo and making it more playful.

The new capabilities are strengthened by Canon’s existing PowerShot technologies which include an Optical Image Stabiliser (only in A3200 IS) for clear, sharp shots; a DiGiC Colour Processor for true-to-life colours; and Intelligent Auto features for optimised AF performance.

“Very few entry-level players on the market offer the quality and clarity of image produced by Canon’s signature technologies,” said Hinton. “Our Intelligent Auto feature recognises any scene from bright backlit shots, to landscapes with blue skies, macros and sunsets. The feature detects the optimum image settings for that scene, ensuring that users can easily capture true-to-life shots every time,” Hinton said.

The new cameras also feature Canon’s Intelligent Flash Exposure technology which automatically detects whether flash is required and adjusts the flash output, shutter speed, aperture and ISO speed accordingly to best suit the photo being taken. Intelligent Flash Exposure technology reduces problems such as shadow on faces, flash not reaching the subject or highlight blow-outs.

Both the PowerShot A3200 IS and A2200 feature a 14.1 megapixel sensor while the PowerShot A1200 features a 12.1 megapixel sensor, ensuring quality images. Supporting this is a 5 x Optical Zoom Canon Lens for the PowerShot A3200 IS and a 4 x Optical Zoom Canon Lens for both the PowerShot A2200 and A1200. Users can now get closer to the action capturing greater quality images in a slim and compact camera.

Creative shooting made quick and easy

Previously only available in PowerShot’s higher-end models, Canon’s Creative Filters Mode has now been introduced into its entry-level range.

The Creative Filters Mode comprises: Miniature Effect, Fish-eye Effect, Poster Effect, Super Vivid and two new added features to the models - Toy Camera and Monochrome. The Monochrome feature dramatically changes the impression of the photo with three different colour options: Black and White, Sepia, and Blue.

These creative options are easily achieved with the addition of the feature on the mode dial. Quality photography is now easy and fun.

More advanced shooting options

The addition of the HD Movie Recording feature is one of the most distinguished characteristics that make these cameras a must-have for anyone with an HDTV. This offers users more advanced movie shooting to capture spontaneous moments.

With the inclusion of ZoomBrowser EX and ImageBrowser software, editing those special moments is made easy. Users can now share their moments with the ability to create a DVD of their video footage.

Key Features:

High Definition (HD) Movie Recording

2.7-inch LCD screen, which makes it easy to shoot and view images

DiG!C 4 Image Processor for true-to-life colours

Optical Image Stabiliser (A3200 IS only)

Intelligent Auto Technology

Creative Filters

Pricing and Availability

The PowerShot A3200 IS (RRP \$TBC), PowerShot A2200 (RRP \$TBC) and PowerShot A1200 (RRP \$TBC) will be available from February/March 2011 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](#)