





Put The Power Of A Pro In The Palm Of Your Hand. PowerShot S90 -Greater Sensitivity, Visually Powerful **Images**

With its innovative Dual Anti-Noise System, the Powershot S90 brings a new level of power and precision to digital photography. Noise suppression is exceptional. dramatically improving image quality at any shooting speed particularly in low-light conditions It has a wide aperture setting of f/2.0, facilitating ISO speeds from ISO 80 to 3200, which can be adjusted in 1/3 stop increments. Sporting a sophisticated, compact design, this classic beauty features the Control Ring and timesaving Step Zoom. If you're sensitive to great photography, you are ready for the PowerShot S90.













Dual Anti-Noise System -Superior Image Quality In **Challenging Light Conditions**









The Dual Anti-Noise System incorporates a 10megapixel CCD and the DIGIC 4 Imagina Processor greatly improve noise performance and image quality even in tricky lighting conditions.

The high-sensitivity CCD maximizes the size of each photodiode for superior dynamic range, while DIGIC 4 minimizes noise generation. The resulting image quality far surpasses that of traditional 10-megapixel compact cameras.

Noise is dramatically reduced at all ISO settings, so when a faster shooting speed is required, you can increase the ISO speed without compromising image quality.

It also facilitates new Low Light shooting mode, which automatically adjusts ISO speed up to ISO 12800 for bright, clear images.

Now you have the power to achieve sharp, high-quality images even in the most challenging low-light situations.

Key Advantages of The Dual Anti-Noise System:

- . Minimized noise and image blur while retaining detail in the darker areas
- · Night scenes look bright and begutiful even without using a flash
- · Sharp, clear images even in low-light conditions



Reduces noise

occurrence









High-Performance Image Processor Removes noise that occurs



Noise is reduced by up to 75% with the Dual Anti-Noise System, facilitating new shooting modes and elevating quality in all shooting situations.





Beautiful photos with smooth image quality os a result of less noise.

Prevents Blurring



Sharp photos with bluring suppressed when shooting in low light

Low Light



Photograph dark scenes brightly

Flash Photography



Brighten the background flash, as well

Dynamic Range



Scenes with drastic differences in contrast are beautiful with a wide dynamic range



Smart Auto Detects and Identifies 22 Scenes

	Background			Including Blue Skies		Sunset	Dark	
3	Subject		Bocklit		Bocklif		447.0	Using Tripod
	People	2	07/1	P	O TO	7	P	ૄ ગ
	When Moving	2				-	-	-
Non-humo	Landscapes, etc.	AUTO	1	AUTO		*	AUTO	3
on subject	Close subjects	Q	Win	(V)	W To	-	W	-



Smart Auto Mode With Scene Detection Technology

- Identifies then makes the optimal settings for 22 detected scenes; just point the camera and shoot
- Works in conjunction with Face Detection and Motion Detection Technologies
- Servo AF/Servo AE will maintain focus and exposure – even if subject is moving – when you press the shutter button halfway
 - Detected scene will be displayed at the top right hand corner of the LCD screen so that user knows which scene is being identified.







Blue Sky / Landscape



Enhances blue saturation to make the sky look more begutiful. Colorcorrected sky maintains natural tones. Eliminates overexposure when shooting against the bright sky.



Sunset / Landscape



Captures all the detail and splendor of images shot at dusk - just as the sun is going down.



Night / Landscape



Reduces gradation in dark greas and eliminates blur. Images in foreground are properly exposed without compromising background exposure.



Macro / Blue Sky



Camera automatically shifts to Macro Mode when very close to the subject. Focus and exposure are ideal, even for extreme close-ups.



Against The Sun / Blue Sky







Eliminates backlighting problems that occur when shooting against the sun. Subjects in foreground are properly exposed without compromising background.



Moving Faces







Moving Faces keeps subjects in focus and properly exposed as they move through the frame.



Canon Lens Technology - Your Creative Edge



Advanced f/2.0 Lens -More Light, More Creative Images

. f/2.0 lens lets in more light, allowing faster shutter speeds for sharp, blur-free images even when the camera is unsteady



 Larger aperture facilitates a shallower depth of field, allowing you to create dramatic effects - particularly effective with portrait shots





. Working with the Advanced Image Stabilizer, the 1/2.0 lens captures beautiful images when a flash is prohibited or you don't want to disturb the environment





Dual Anti-Noise System







. In Low Light mode, continuous shooting of up to 3.1 fps is possible*

* Depends on shooting conditions: automatically adjusts speed from ISO320-12800. 2.5mp max resolution.



3.8x Zoom Lens -

Great Shots From Wide Angle To Telephoto

- · Linear Lens configuration increases image sharpness and precision
- · 28mm wide-angle shooting for great group shots & panoramas
- 3.8x optical zoom 28-105mm (35mm equivalent)









Lens-Shift-Type Optical Image Stabilizer

Keep your photos sharp and steady with the advanced image stabilizer (OIS), even when shooting telephoto images.

- Ceramic-balls support system generates superior responsiveness
- A correction factor equivalent to four shutter speeds is provided
- The OIS function comes in 4 modes to match every switch
- Continuous: OIS correction operates continuously from the time you start composing the shot to shooting
- Shoot Only: Operates when shutter button is fully depressed and is useful for reducing the unnatural movement of the image on the monitor during focusing
- Panning: OIS is activated depending on the direction the camera is panned to shoot

Off: The OIS does not operate



With OIS Off

With Ols On

Auto Pop-Up Flash - Let There Be Light

- Flash automatically pops up when needed and retracts when not required
- Provides excellent illumination when required



Professional EOS Camera Capabilities



Control Ring

Allows you instant access to and quick selection of a variety of shooting functions.

Nostalaic Mode

- · Give your photos an "antique" look by desaturating color and increasing granularity
- · Use the Control Ring to choose from five levels while viewing on the monitor













Saturation Max

Granulaity Max

ISO Speed Can Be Set In Increments Of 1/3 Adjustable settings from ISO 80, 100, 125, 160, 200, 250,

- 320, 400, 500, 640, 800, 1000, 1250, 1600, 2000, 2500 and 3200 in 1/3-top increments
- · Gives you more precise control over light sensitivity than do full ISO stops

Manual Function Setting

- . Make P/Av/Tv/M/C settings to get exactly the level of control you desire
- Use Manual Focus to make fine adjustments: very effective in Macro mode

Manual Focus

· Adjust focus manually to get the effect you desire



105mm

28mm

ANDN ZOOM LEN

22.5mm 1:20.4

Step Zoom - The Quick Way To Find The Right Zoom Setting

- · Use the Control Ring to shift quickly between five preset focal lengths
- Choose from 28mm, 35mm, 50mm, 85mm and 105mm
- · Makes it fast and easy to find the ideal focal lenath

White Balance

- · Set White Balance using the "blue - amber" scale on the monitor
- Use monitor to confirm color change, then easily adjust photo color









- the number of seconds for countdown
- · Also allows you to set the number of shots to be taken

Direct Jump

- . In playback mode, jump to photos taken on a specific date
- Make jumps based on My Category or by number of images: 10 or 100

RAW Recording -Preserving The Unprocessed Image

- · Image files are unprocessed so colors, contrast, saturation, etc., can be manipulated to your precise specifications
- Once processing is complete, images can be converted to TIFF or JPEG formats
- · Eliminates image degradation caused by repeated compression
- RAW images can be simultaneously recorded with JPEG images





(Using Digital Photo Professional)



Normal JPEG

Digital Photo Professional (DPP) Easy processing of RAW files with the bundled DPP software.

As it shares the same professional editing environment as the EOS system, you will be able to carry out the same highly precise image editing and control.

Adjustable Parameters:

- Contrast
- · White Balance
- Saturation
- Exposure Compensation
- Color Temperature
- · Tone Curve
- Noise Reduction



In addition, Picture Style can be used to select the desired preset finish

25 Shooting Modes - The Ideal Photo In Any Situation









Automatically adjusts ISO speed based on shooting conditions - up to ISO 12800 - for exceptional low-light performance (Resolution of 2.5 megapheets)





Shutter Speed Priorty









Canon

Special Scene Modes



Portrait Brings subject into focus while softening

the background. Kids & Pets

special shots.

Night Scene

your subject and

Eaht'situations

Underwater

Snow

Eliminates

tint in snowy

conditions.

background in low-

For capturing bright

images even under

blush conditions.

darkened (backlit)

subjects and bluish

Properly exposes both



Indoor

Reduces blur and improves color accuracy when shooting indoors. Fireworks

Create brilliant

skyrocketing freworks.

Ensures proper, flash-

free exposure and

natural colors at

indoor aquariums.

Using five different

level of saturation

images of

Aquarium

Nostalaic

Landscape

Increases depth-of-field

for sharp, sweeping

landscape shots.



Night Snapshot Minimizes blur when shooting at dusk or night-time.

Sunset Retains all the vivid colors of a sunset





For beautiful shots at a sunny beach without darkened





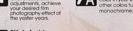
Captures brilliant images of autumn foliage.



greenery and blossoms.



Color Accent Choose to retain a single color in your image while other colors turn





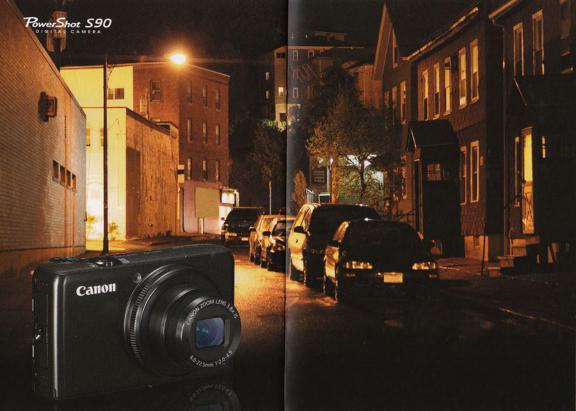
Color Swap Select one color

and replace it with a color you choose for special effects.



Stitch Assist Combine multiple aligned

shots (using bundled software) to create panoramic photos.



More Convenience, More Time, More Accuracy



Face Detection Technology – All Things Considered



3.0-inch PureColor LCD with Wide Viewing Angle

- . Brilliant, 461,000-pixel resolution with high-contrast and faithful color reproduction
- · Wide-viewing angle ensures a great look from any shooting or reviewing position
- Multi-coated screen is highly resistant to smudging. scratching and light reflection



Moving Pictures



Movie Mode -

More Time For Your Masterpiece

- · Supports MOV files for longer recording times
- · Shoot at 30fps



Mini HDMI Terminal - The Best Connection

· An HDMI connection offers the best quality and speed for multimedia devices





Face Detect AF detects faces in the frame and keeps them in focus



Detects up to 9 faces

- · Face Detect AE checks face brightness when determining exposure
- · Face Detect FE controls flash brightness to keep faces properly exposed during flash photography
- Face Detect WB evaluates face color when adjusting white balance for optimal skin tones



Without Face Detection AE





Not affected by the background color



With Face Detection AE



Not affected by the color of



the light source



Servo AF/AE - Lock On To Your Subject

- Hold the shutter button halfway down and camera locks on to your subject.
 - Ensures optimum focus and exposure as subject moves through the frame
 - · Automatically activates in Smart Auto as well





i-Contrast - Intelligent Contrast Correction

- Automatically makes optimal exposure and tone adjustments for each scene
- Brightens subjects who are underexposed due to backlighting, shadows or poor illumination
- . Can be activated in recording or playback mode





Before i-Contrast

After FContid





Blink Detection - No More Closed Eyes

- A warning appears immediately after shooting to let you know a subject's eyes are closed
- · Will check for closed eyes just after the shot is taken





Face Detection Self-Timer - Simpler Self-Portraits

- · Shoot perfectly focused and properly exposed self-portraits
- When a new face is detected, focus and exposure are automatically adjusted so everyone stays razor sharp





Once you compose the shot, press the shuffer buffon, join the subject and the shuffer releases.



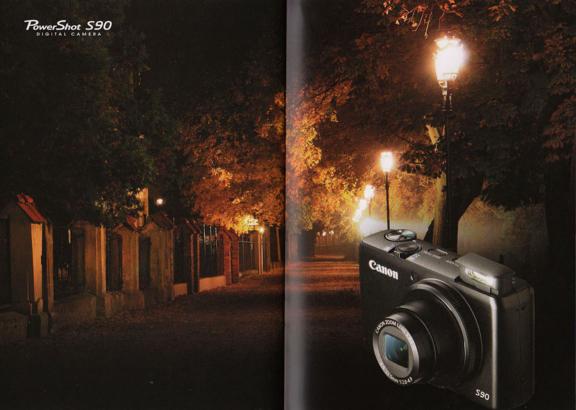
Red Eye Correction

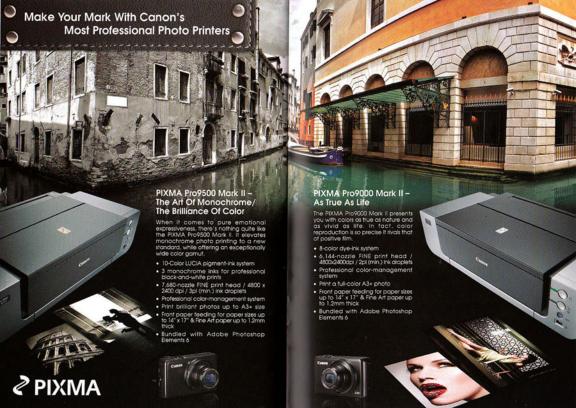
- Uses Face Detection function to correct the red-eye effect automatically /
- Should any red eye incidentally occur, it can be corrected in review made





M







Have More Fun With SELPHY, Canon's **Most Enjoyable Instant Photo Printers!**



SELPHY ES40

- Voice Guidance
- · Creative Printing options
- · Enhanced Portrait Image Optimize function heightens image quality
- · Easy Photo Pack (ink & paper integrated cartridge)
- · Smudge-proof prints
- 3.5° LCD
 - · Print directly from digital camera, memory card, computer or even wirelessly*
- Memory card slots (supports over) 20 types of memory cards)
- · DIGIC SELPHY Engine

Bringing Colors To Life











Nostalgic









Before

Color Cast Correction



Modern



Correction Correction



Before

- · Enhanced Portrait Image Optimize function heightens image quality
- External battery support improves portability (Optional)
- 2.5" LCD

SELPHY CP780

- · Print directly from digital camera, memory card, computer or even wirelessly*
- · Have fun with various paper sizes: 4R, credit card and more
- · Available in Silver and Red



Bringing Colors To Life Color Cast Correction

Correction

Correction

Nomenclature



- (1) Control Ring
- (2) Shutter Button (3) Power Button / Power Lamp
- (4) Microphone (5) Flash
- (6) Lens



- ① LCD Screen
- (2) Print / Share / Shortcut Button
- 3 Indicator
- (4) Mode Dial
- Speaker
- (6) Playback Button 7) Exposure / Jump Button
- Flash Button
- AF Frame Selection / Single Image Erase Button
- (ii) MENU Button
- (1) DISP. (Display) Button
- (12) Macro Button

Mode Dial



Control Dial



Waterproof case (WP-DC35)

- . Keeps the Powershot S90 completely dry when submerged in water
- . Safe to a depth of 30 meters



Package Contents





PowerShot S90 Specifications

Make Every Shot A PowerShot

Image Sensor	Camera-Effective Pixels	Approx. 10 million pixels (High-sensitivity CCD)				
Lens	Focal Length (35mm film equivalent)	3.8x zoom: 28(W) – 105(T) mm				
	Focusing Range Normal Macro All Range	50cm (1.6ft.) – infinity (W) 5 – 50cm (W), 30 – 50cm (1) (2.0n. – 1.6ft. (W), 12in. – 1.6ff (1)) 5 cm (2.0n.) – Infinity (W), 30cm (12in.) – Infinity (1) White shooting in Auto mode				
	Image Stabilizer (IS) System					
Imaging Proces	sor	DIGIC 4				
LCD Monitor	Туре	3.0-inch, color LCD with wide viewing angle (Effective dots: Approx. 461,000)				
	Features	Brightness adjustment (5 levels, Quick-bright LCD)				
Focus		Single*4, Servo AF (Servo AE) AF (Face Detect AIAF**)*2 center*3 *1. AF thorse can be moved and fixed to specified face *1. AF thorse can be moved and fixed to specified face if continuous AF is on, the center AF faces is enclosed if Continuous AF is on, the center AF faces is enclosed. *3 AF faces stell selectable of Continuous when in Auto mode				
Metering System	n	Evaluative*1, Center-weighted average, Spot*2 *1 Control to incorporate facial brightness in Face Detect AIAF *2 Rixed to center				
ISO Speed (Standard Output Sensitiv Exposure Index)	hy, Recommended	Auto*, ISO 80/100/125/160/200/250/320/400/500/640/800/1000/1250/ 1600/2000/2500/3200 *Subject movement is taken into account while shootling in Auto mode				
White Balance		Auto*, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Flash, Underwater, Custom *The colors of faces are evaluated in Face Detect AIAF				
Shutter	Speed	1- 1/1600 sec. 15 - 1/1600 sec. (Total shutter speed range)				
Aperture	Туре	Iris type				
	f/number	f/2.0 - f/8.0 (W), f/4.9 - f/8.0 (T)				
Flash	Range	50cm - 6.5m (W), 50cm - 2.5m (T) (1.6 - 21ft. (W), 1.6 - 8.2ft.(T))				
Shooting Specifications	Shooting Modes	C, M, Av, Tv, P, Auto*1, Low Light, SCN*2, Movie 1 Optimum image processing for each scene 2 Portind, Landscape, Night Snapshot, Kids & Pets, Indoor, Sunset, Night Scene, Fireworks, Beach, Underwater, Aquarium, Foliage, Snaw, Color Swap, Color Accent Notatolic, Sirch Assist				
	Digital Zoom	Still Images/Movies: Approx. 4.0x (up to approx. 15x in combination with the optical zoom), Safety Zoom, Digital Tele-converter				
	Continuous Shooting	Normal: Approx. 0.9 shots/sec. (Auto), Approx. 2.1 shots/sec. (Low Light) AF: Approx. 0.6 shots/sec. LV: Approx. 0.6 shots/sec.				
	Number of Images Shot (CIPA)	Approx. 220 images				
Recording Specifications	Recording Media	SD memory card, SDHC memory card, MultiMediaCard, MMCplu card, HC MMCplus card				
	File Format	Design rule for camera file system, DPOF (Version 1.1) compliant				
	Data Type Still Images Movies	Exif 2.2 (JPEG), RAW CR2 (Canon original) MOV (Image data: H.264, Audio data: Linear PCM (monaural)) Not compatible with AVI				
	Number of Recording Pixels Still Images	Large: 3648x2736, Medium 1: 2816x2112, Medium 2: 2272x1704, Medium 3: 1600x1200, Small: 640x480, Widescreen: 3648x2048, RAW: 3648x2746 (Date imprint is available in all recording pixels)				
CONT.	Movies	Standard, Color Swap, Color Accent: 640x480 (30fps)/320x240 (30fps)				
Display Langua	ges	26 languages				
Interface		Digital input/output (Hi-Speed USB* (MTP, PTP supported)) Digital video and audio output* ² (HDMI compliant) Audio and Video Output* 1 United connector for digital, video and audio (mini-B compatible) 2 HDMI** Mini-Connector				
Power Source		Battery Pack NB-6L, AC Adapter Kit ACK-DC40				
Dimensions (excl	uding protrusions)	100.0 x 58.4 x 30.9 mm (3.94 x 2.30 x 1.22 in.)				
Weight (camera b	oody only)	Approx. 175g (6.17 oz.)				
Others		Control Ring, I-Contrast, Scroll Playback, Rotate Image (always or				

For Artist In You



PowerShot G11 10.0 Megophiels

- High-Sensitivity
- . fix Optical Zoom
- · Icm Macro * 28mm Wide-Angle
- Lons * Optical Image
- Stobilizer * Smart Auto Mode
- * HotShoe . RAW Shooting
- * HMDI
- * 2.8" Vari-Angle LCD



RoverShot S90

- * 10.0 Megaphiels Sensitivity CCD * Dual Anti-Noise
- * 3.8x Optical Zoom * 28mm Wide-Angle Lons
- * Smort Auto Mode
- * RAW Shooting * HDMI

High Zoom Power



- 10.0-Megapixel
- . Servo AF CMOS Sensor · Intelligent Contrast
- 20x Optical Zoom Ocm Super Macro 28mm Wide-
- Angle Lens
- Optical Image · HDMI Stobilizer . 2.8" Wide Vari-Angle Lens



* USM / VCM

HD Movie

Recording

PowerShot SX20 IS 12.1 Megapixels . Smart Auto

- 20x Wide Zoom · USM / VCM • 0cm Super Macro HD Movie
- 28mm Wide-Angle
- Lens Optical Image Stabilizer
 - · HDMI





PowerShot SX120 IS

Power Shot SX 200 IS

- 12.1 Megopixels . Servo AF • 12x Optical Zoom • HD Movie
- . Ocm Super Macro Optical Image
- Stob-lizer 28mm Wide-Angle

10.0 Megapixels

. Icm Macro

Optical Image

. Smart Auto Mode

- Recording · HMDI



All Terrain:

PowerShot A480

Affordable, Value For

Money & Feature-packed

PowerShot A2100 IS

• 12.1 Megapixels • Smart Auto Mode

PowerShot AllOOIS

• 4x Optical Zoom • Intelligent

• 12.1 Megapixels • Smart Auto Mode

• 2.5" LCD

. Face Select &

• 3.0" LCD

• 6x Optical Zoom

· 1cm Macro

Stabilizer

Optical Image

Optical Image

• 10.0 Megapixels

• 3.3x Optical Zoom

• Tem Macro



12.1 Megaphiels

- · Easy Mode
- Intelligent 10x Optical Zoom Multi-Control
 - Dial . 3.0" LCD
- . Freezeproof up to · Waterproof up to

. Foce Detection

- · Shockproof up to · Smart Auto



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