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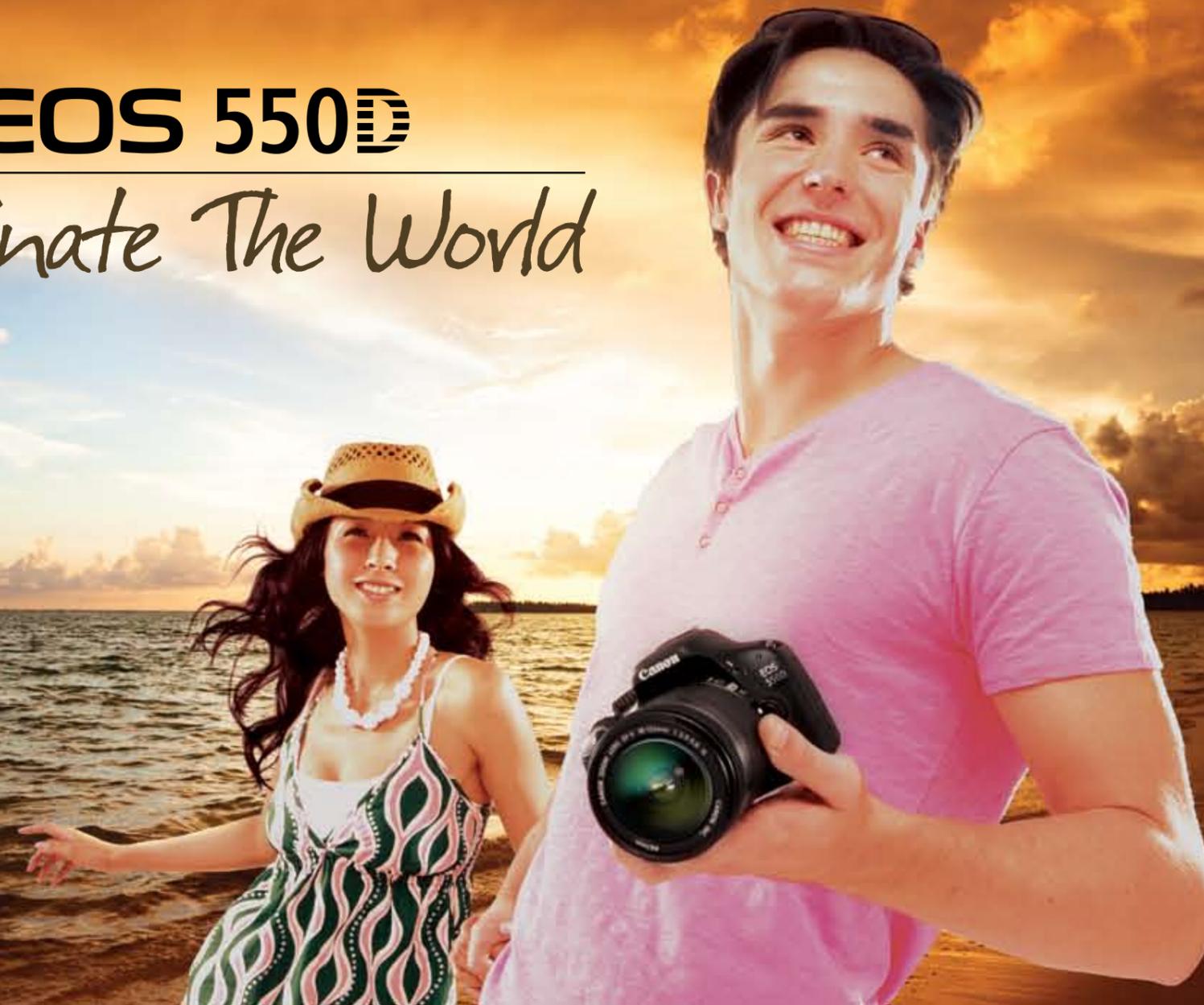
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**EOS
DIGITAL**

Canon
Delighting You Always

EOS 550D

Fascinate The World



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EOS 550D

DIGIC 4

18.0 MEGA PIXELS CMOS

3.7 Frames Per Sec

9^{point} AF

EOS Movie FULL HD

ISO 6400

Discover The Endless Beauty of Photography

The **Canon EOS 550D** is the latest DSLR camera that lets you express your creativity in a hundred different ways. Whether you're capturing the sweet smile of a loved one or the vivid colors of a tropical paradise — all this can be easily done thanks to a superb class-leading **18-megapixel CMOS sensor** and the revolutionary **DIGIC 4 imaging processor**. And when still images aren't enough, isn't it great to know the EOS 550D lets you shoot Full HD movies as well?

With the EOS 550D, you'll fall in love with photography all over again!

Capture The Wonders of Life as You See It

SUPERIOR 18-MEGAPIXEL CMOS SENSOR



The EOS 550D has a newly developed 18-megapixel CMOS (APS-C size) sensor that captures all kinds of scenes with breathtaking ease. From awe-inspiring landscapes to the bustle of city life, every shot is full of rich details and lifelike color realism.

A class-leading 18-megapixel image resolution also means greater freedom to crop your images to improve framing. Even after cropping, you can still easily turn your shots into frame-worthy prints. Put your best works on display and share your photographic journeys with your loved ones!



18 Megapixels

GET THE COLORS YOU DESIRE WITH PICTURE STYLE



Picture Style

With Picture Style, you can instantly enhance your images and videos with effects that complement your subjects. Choose from 6 preset Picture Styles or download more from the Canon website. You can also create your own effects with the Picture Style Editor software.



Standard
A crisp and vivid effect suitable for most scenes



Landscape
Enhanced sharpness with vivid blues and greens



Portrait
Warm and lifelike skin tones with a softer focus



Neutral
Natural color reproduction suitable for post-processing



Faithful
High accuracy color production faithful to the original



Monochrome
For black & white or sepia-toned images





Imaging Performance In A Class Of Its Own

UNPARALLELED IMAGING WITH DIGIC 4

DIGIC 4 As Canon's most advanced processor to date, DIGIC 4 transforms the massive amounts of data produced by the 18-megapixel CMOS sensor into beautiful images effortlessly. A 14-bit analog to digital conversion process ensures every shot has superb tonal gradation, an extended dynamic range, and a high level of image clarity.



DIGIC 4 is also the brains behind several advanced features of the EOS 550D including lens peripheral illumination correction, Auto Lighting Optimizer, Face Detection Live View autofocus, and Full HD movie recording.

QUICK HIGH-SPEED CAPTURES AT 3.7 FPS

Thanks to a high-performance shutter unit combined with the advanced DIGIC 4 Imaging Processor, the EOS 550D can fire off a rapid 3.7 frames per second at full resolution. Continuous burst rate at 34 frames (JPEG: Large/Fine) or 6 frames (RAW) are also possible.



EXCEPTIONAL ACCURACY WITH 9-POINT AF SYSTEM

The EOS 550D's high-precision 9-point AF sensor helps you capture every moment with stunningly sharp focus. As the AF points are spread across the frame, it provides a wider area of coverage for more shooting flexibility.

When using f/2.8 or faster lenses, the sensitivity of the center AF point is further amplified for even greater focusing accuracy.

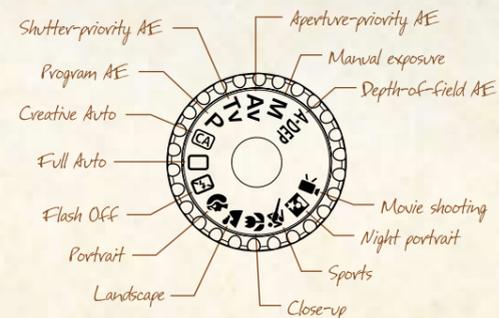
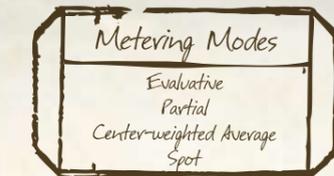


Intelligent Features That Make Your Vision A Reality

COMPREHENSIVE SHOOTING SETTINGS

With an extensive selection of shooting modes and white balance settings, the EOS 550D's versatility enables you to capture superb images in any shooting environment.

The EOS 550D also has a new and improved 63-zone, dual-layer metering sensor with 4 metering modes that provides greater metering precision even in difficult lighting conditions.



HIGHLIGHT TONE PRIORITY



Off

On

Highlight Tone Priority prevents images shot in bright light from appearing washed out due to overexposure. This is done by expanding the gradation range within highlighted areas so that details are not lost. As a result, subjects appear more pleasing to the eye with lifelike realism.

AUTO LIGHTING OPTIMIZER

The Auto Lighting Optimizer ensures images shot are rich and full of details even in less than ideal lighting conditions. It does this by automatically adjusting image brightness and contrast to achieve a balanced exposure. Used together with Face Detection technology and you're assured of picture perfect shots of every friendly face.



Off



On

LENS PERIPHERAL ILLUMINATION CORRECTION



Dark edges

Corrected

This feature gives your images an even brightness from corner to corner by correcting light loss that sometimes occur at the edges. This 'light falloff' happens when shooting with certain lenses such as wide-angle lenses. The EOS 550D comes included with correction data for approximately 26 lenses and can store a total of 40 different lens data.

NOTE: For JPEG images, the 'light falloff' is corrected during image capture. For RAW images, correction can be done with the Digital Photo Professional software.





Reach New Heights of Brilliance with Class-Leading ISO Performance

From sunny outdoors to starry nights, the EOS 550D works perfectly in any light thanks to an ISO speed range that's the widest in its class.

In ample light, set the camera at ISO 100 to get the cleanest image quality possible. Or switch to as high as ISO 6400 to capture stunning night scenes with soft ambient lighting. ISO sensitivity can also be expanded to 12,800 for incredible images in near darkness.



ISO 100



ISO 400



ISO 800



ISO 1600



ISO 3200



ISO 6400



Low ISO : Blur



High ISO: Sharp

By selecting a higher ISO speed, you can also capture fast-moving action clearly as a faster shutter speed can be chosen. The result is stunning high-speed captures with excellent picture clarity.

LIVE VIEW SHOOTING

Live View shooting opens up new creative shooting possibilities by letting you compose your images with the LCD monitor.

PRECISE IMAGE COMPOSITION

With Live View, what you see on the camera's monitor is exactly how the image will turn out. 2 types of grid displays can also be displayed on the screen for more accurate composition.



See The World From

A New Point of View

COMPLETE VERSATILITY



As you are no longer restricted to the viewfinder, you can position the camera at a high or low angle for more creative shots. The LCD monitor's wide 160° viewing angle ensures the screen can still be easily seen.

FACE DETECTION

When shooting in Live View, a Face Detection AF mode automatically recognizes human faces and focuses on them so you'll never miss a single smile!



MULTIPLE AF MODES

Whether you're shooting relatively still subjects or quick moving action, Live View's range of autofocus modes ensures they'll all be captured with unbelievable ease.

Quick Mode

Uses 9-point AF system to locate subject

Live Mode

Uses contrast detection to determine subject position

Face Detection Live Mode

Detects human faces for focus and ensures proper exposure

EASIER VERIFICATION

The on-screen image on the monitor can be enlarged by 5 or 10 times, enabling you to check for proper focus. The camera can also simulate the current exposure level in real-time so you'll know how the shot will turn out.



FULL HD MOVIE RECORDING

Capture spectacular Full HD resolution movies with the EOS 550D's EOS MOVIE mode. Whether you're shooting an event or making a short film, an extensive range of video options means you can get impressive results easily.

FULL EXPOSURE CONTROL

Users who want more creative control over their videos will be glad to know the EOS 550D has a manual exposure feature that allows manual setting of shutter speed, aperture and ISO speed.



Large aperture for background blur



High ISO for gorgeous night scenes

MOVIE RESOLUTIONS & FRAME RATES



Choose from a variety of video resolutions depending on the final usage of the footage — from beautifully detailed HD movies to simple video snapshots of family events.

MOVIE CROP MODE



Normal mode



Movie crop mode

Need to get much closer to your subject? Now you can with Movie Crop* mode. This new function gives you an approximate 7x zoom magnification so you can capture close-ups of your subjects from a distance.

*Video shot with Movie Cropping mode will be in 640x480 resolution

SOUND RECORDING

The EOS 550D has a built-in monaural microphone that automatically adjusts recording volume for optimum results during shooting. An external stereo microphone jack is also provided for situations with more demanding audio needs.

SIMULTANEOUS PHOTO CAPTURE*

If a photo-worthy moment happens when you're shooting a video, simply press the shutter release button and a still image will be captured.

*Not available in movie crop mode

WIDE 3" CLEAR VIEW LCD MONITOR

3:2 WIDE
3.0" LCD Monitor

The EOS 550D's wide 3" LCD monitor features an amazing 1.04 million dot resolution that lets you see even the smallest detail clearly. It now has the same 3:2 aspect ratio as the image which allows it to be displayed over the entire screen.

In addition, an anti-glare and smudge-resistant coating on the monitor's surface ensure the screen is highly visible even in bright sunlight.

Easy Ways to Share Your Images And Videos

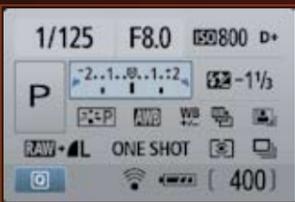
CREATIVE AUTO



The Creative Auto mode lets you apply the creative effects you want without requiring you to have any knowledge of photography terms.

Each setting on the Creative Auto mode screen is accompanied by a line of text explaining what it does. Adjust the settings to achieve the effect you want, and start snapping away!

QUICK CONTROL



Instead of having to navigate through different menus to change different settings, the Quick Control feature gives you instant access to the most common settings all in one place.

With Quick Control, you can also easily make changes to image settings even when shooting from a tripod, with the camera at eye level.

EOS INTEGRATED CLEANING SYSTEM

With the EOS Integrated Cleaning System, you'll never have to worry about dust problems. With a slew of comprehensive measures, the system effectively reduces the occurrence of dust and minimizes its effects.

An integral part of the system is the Self Cleaning Sensor Unit. This component uses ultrasonic vibrations to shake off dust particles adhering to the low-pass filter. In addition, dust shadows that appear in images can be removed using the Dust Delete Function in the bundled Digital Photo Professional software.



Before

After (with Dust Delete Function)



Easy Operation, Astounding Results



DIRECT PRINTING WITH PICTBRIDGE

Pictbridge technology makes it easy for you to print out your images without the need for a computer. Simply connect the EOS 550D to any PictBridge-ready printer and you can start printing.

WITH SELPHY COMPACT PHOTO PRINTERS

The Selphy range of compact photo printers makes a great companion for the EOS 550D. Print directly from your memory cards or directly into the printer. Enjoy printing your photos in a variety of sizes and have fun dressing them up with speech bubbles, frames, clip arts and other layout features.

- Features of Selphy compact photo printers:
- ▶ Dye-sub printing ensures great image quality
 - ▶ Print resolution as high as 300 x 600 dpi
 - ▶ Easy Photo Pack - ink and paper integrated in a single cartridge
 - ▶ Via Bluetooth BU - 30 or infrared (depending on models)
 - ▶ Creative Printing Features



HDMI-CEC INTERFACE

HDMI™ View your images and videos in all their high-resolution glory with the EOS 550D's HDMI (High Definition Multimedia Interface) terminal. When connected to any HDMI-compatible display, image resolution will automatically be configured to best fit the display.

You can also control image playback on the EOS 550D via a TV remote control when the camera is connected to any HDMI-ready TV that supports the HDMI-CEC (Consumer Electronics Control) standard.

EXTENSIVE EF LENS SELECTION

Canon's world-renowned EF and EF-S lenses are designed specifically for EOS digital SLRs. The decades of research and development that go into every lens ensures each EF lens delivers excellent optical performance and image clarity. With over 60 lenses available from fisheye to super telephoto, there's an EF lens for every shooting objective.



IMAGE STABILIZATION: LENS-BASED VS. IN-BODY

Unlike other camera brands who build image stabilization (IS) into the camera body, Canon's IS systems are incorporated in their lenses.

The advantage this has over in-body IS is that the IS system can be positioned to more effectively correct camera shake according to the specific characteristics of each lens.

Furthermore, the stabilized effect can also be seen through the viewfinder, allowing you to decide on the best moment to take the shot.



NEW ACCESSORIES

Remote Controller RC-6



Capture images when you're at a distance from the camera

Battery Grip BG-E8



Additional power source that doubles as vertical shooting grip

