

**EMBARGO: 07 January, 2008, 09:00 CET**

## **Advanced Zoom gives Canon's new DVD camcorder line up the edge**



**DC330**



**DC301**

Hi-res versions of these and other images can be downloaded from [http://www.canon-europe.com/press\\_centre/image\\_library/index.asp](http://www.canon-europe.com/press_centre/image_library/index.asp)

**Amstelveen, The Netherlands, 07 January, 2008:** Canon announces the launch of a new direct-to-DVD camcorder line up featuring its new Advanced Zoom system. The DC300 series combines the ultra-convenience of straight-to-DVD recording with the most powerful zoom – up to 45x – of any Canon camcorder yet. Providing crisp, clear image quality – from wide to telephoto – Advanced Zoom opens up new possibilities for moviemakers shooting sports, wildlife and other distant subjects straight to disc.

Since the majority of TVs on sale today are native widescreen, each camcorder is equipped for True Wide 16:9 recording. Compatibility with DVD Dual Layer (DVD-R DL) media and Canon's high capacity battery pack extends recording time, allowing every moviemaker to capture that extra shot.

“Combining the ease of direct-to-DVD recording with the benefits of innovative Advanced Zoom technology, our new DC300 series raises the standard for DVD-based camcorders,” said Mogens Jensen, Head of Canon Consumer Imaging Europe. “Our commitment to offering the highest quality imaging to every consumer will encourage more and more people to discover the joy of home moviemaking.”

The Canon DVD Camcorder **DC330** offers:

- Canon's new Advanced Zoom system offers up to 45x magnification



- Megapixel CCD, for superior image quality
- Still image capture to SD or SDHC (High Capacity) memory card
  - Software supplied for managing still images and editing video<sup>1</sup>
  - USB 2.0 Hi Speed for fast transfer of stills to a computer
- Multiangle remote control allows for flexible shooting
- True Wide High Resolution 16:9 recording and Quick Start
- DIGIC DV II<sup>2</sup> processor provides clear, vivid images with true-to-life colours
- LCD Video Light for close-up filming in low-light environments
- Extended recording: compatible with DVD-R Dual Layer discs and optional high capacity battery pack
- Easy-to-use: Easy mode and playback in standard DVD players
- A Joystick makes controlling the camcorder's features easy

The Canon DVD Camcorder **DC320** features:

- Canon's new Advanced Zoom system offers up to 45x magnification
- Megapixel CCD, for superior image quality
- Still image capture to SD or SDHC (High Capacity) memory card
- True Wide High Resolution 16:9 recording and Quick Start button
- DIGIC DV II processor provides clear, vivid images with true-to-life colours
- LCD Video Light for close-up filming in low-light environments
- Extended recording: compatible with DVD-R Dual Layer discs and optional high capacity battery pack
- Easy-to-use: Easy mode and playback in standard DVD players
- A Joystick makes controlling the camcorder's features easy

The Canon DVD Camcorder **DC310** / **DC311** features:

- Canon's new Advanced Zoom system offers up to 41x magnification
- Still image capture to SD or SDHC (High Capacity) memory card
- True Wide High Resolution 16:9 recording and Quick Start
- DIGIC DV II processor provides clear, vivid images with true-to-life colours
- LCD Video Light for close-up filming in low-light environments
- Extended recording: compatible with DVD-R Dual Layer discs and optional high capacity battery pack
- Easy-to-use: Easy mode and playback in standard DVD players
- A Joystick makes controlling the camcorder's features easy

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<sup>1</sup> See *Additional Information*.

<sup>2</sup> See *Technologies Explained*.

The Canon DVD Camcorder **DC301** features:

- Canon's new Advanced Zoom system offers up to 36x magnification
- Still image capture to SD or SDHC (High Capacity) memory card
- True Wide High Resolution 16:9 recording and Quick Start
- DIGIC DV II processor provides clear, vivid images with true-to-life colours
- LCD Video Light for close-up filming in low-light environments
- Extended recording: compatible with DVD-R Dual Layer discs and optional high capacity battery pack
- Easy-to-use: Easy mode and playback in standard DVD players
- A Joystick makes controlling the camcorder's features easy

### **Advanced Zoom**

Canon's Advanced Zoom system equips each camcorder in the DC300 series with more telephoto reach than was previously available at this level. Advanced Zoom combines the quality of genuine Canon optics with the processing capabilities of the DIGIC DV II image processor, allowing distant events – such as a bird in flight or a concert performance – to be captured with crystal clarity.

### **True Wide system**

Every camcorder in the new range offers True Wide High Resolution 16:9 recording – perfect for playback on widescreen TVs. Canon's True Wide system also incorporates a widescreen 2.7" LCD – perfect for previewing movies in the correct dimensions – and a widescreen EVF (Electronic Viewfinder): allowing users to save on battery power when framing their shots during recording.

### **DIGIC DV II and digital photography**

Canon's DIGIC DV II image processor was originally designed to handle the increased data rate of High Definition footage. The extra processing capacity of this ultra-fast processor is inherited by the DC300 range: with advanced noise reduction technology built in, DIGIC DV II captures images that are sharper and colours that are truer-to-life.

DIGIC DV II also drives the DC300 series' stills functionality. Since the colour requirements of digital photographs are different to video, it handles the signals separately, optimising output for each. Digital photographs are recorded to SD or SDHC memory cards.

### **Easy to use**

Straightaway, it's easy to get going: a convenient switch located on the side of the camcorder engages Easy mode, allowing even novice users to start shooting instantly. The camcorder automatically finds the first blank space on the DVD,

cutting out the need for fast forwarding or rewinding. Selecting and operating shooting features and functions is equally easy, using the intuitive Joystick controller.

To find a particular scene for playback, simply browse through thumbnails on the 2.7" widescreen LCD screen. Finalised DVDs can be played back using a standard home DVD player – perfect to put in an envelope and send to family and friends as keepsakes.

### **Quick Start**

During pauses in shooting, the Quick Start feature conserves battery power – one push of the dedicated Quick Start button tells the camcorder to rest in Standby mode. One more push and the camcorder is ready to record in around a second, ensuring that precious one-off moments – a child's first steps or a match-winning goal – aren't missed.

### **LCD video light**

New to Canon camcorders in 2008, the LCD screen also doubles as a handy video light. When turned to face forwards, it provides enough illumination to allow recording of close-up subjects to continue in poor lighting conditions.

### **Multiangle remote control**

The DC330 features a new multiangle remote control. Traditional controllers can only be used when standing in front of the lens, since this is where their sensor is located. With a remote sensor positioned on the fold out LCD screen, however, Canon's multiangle remote control offers far greater freedom – the screen simply needs to be angled towards the user, wherever he or she is standing.

### **Extended recording**

Every camcorder in the new range is compatible with standard DVD-R media, which are cheap and easy to get hold of. In addition, compatibility with DVD-R DL (Dual Layer) allows up to 108 minutes of video to be recorded on a single disc – cutting down on the amount of spares that have to be carried on a long shooting day. With lower power consumption than its predecessor range, the DC300 series is also compatible with the optional high capacity battery pack (BP-2L24H) – ensuring that the camcorder continues for longer on a single charge.

### **Electronic Image Stabilizer (EIS)**

With longer zoom reaches than ever before – thanks to the new Advanced Zoom system – each camcorder incorporates an Electronic Image Stabilizer that helps ensure footage remains smooth. While camera shake can often ruin home movies,



Canon's EIS system is even effective at the upper ends of the zoom – when shake becomes most noticeable.

– Ends –

**About Canon Consumer Imaging (CCI), Canon Europe**

Canon Europe is a subsidiary of Canon Inc., founded in Japan in 1937. CCI is a leading provider of digital products for the home and the office, including: photo, video, ink jet and laser printers, All-in-One devices, projectors, scanners and fax machines.

Canon's corporate philosophy is kyosei, a Japanese concept that focuses on living and working together for the common good. As an environmentally aware organisation Canon is a Conservation Partner of the WWF.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)

## Model Comparison

	DC330	DC320	DC310/DC311/ DC301
Image sensor	1/6" CCD (approx 1.07MP)	1/6" CCD (approx 1.07MP)	1/6" CCD (approx. 800,000 pixels)
Advanced Zoom (16:9 / 4:3)	45x / 46x	45x / 46x	41x (DC310, DC311)* 36x (DC301)*
Still photography (SD/SDHC/MMC)	Yes (1152x864)	Yes (1152x864)	Yes (1024x768)
USB (2.0 Hi Speed)	Yes	No	No
Multiangle remote control	Yes	No	No
Software Solution Disk supplied	Yes	No	No

\* Advanced zoom not available in 4:3 mode on these models.

## Additional Information

### **Supplied software and CANON iIMAGE GATEWAY**

The DC330 is supplied with Canon ZoomBrowser (Windows) and ImageBrowser (Macintosh) software for easy image download, storage and retrieval, as well as management of image layout and printing.

DC330 also ships with a Corel Application Disc, providing users with the means to edit and manage their movies.

Camcorder ownership also entitles the purchaser to register for 100MB storage space on the CANON iIMAGE GATEWAY, an online gallery where images can be stored in albums and shared to selected friends and family.<sup>3</sup>

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<sup>3</sup> CANON iIMAGE GATEWAY is not available in all European countries. Please see [www.cig.canon-europe.com](http://www.cig.canon-europe.com) for available countries.

## Technologies Explained

### **DIGIC DV II**

DIGIC DV II is a digital signal processor that is unique to Canon camcorders. First employed on the flagship XL H1 professional HD camcorder, it was originally developed to handle the increased data rate and requirements of HD. (High speed processing of HD1080i data requires about 4x more capacity than SD video.)

DIGIC DV II now brings the benefits of high speed processing to SD video.

DIGIC DV II also features a specially optimised noise reduction system for low noise images with excellent colour reproduction and wide tonal range.

As a core Canon technology, DIGIC DV II provides split path processing of separate video and photo signals in a single camcorder. Video and still images have different colour requirements: by processing the signals differently, each can be maximised for output. The result is rich and vibrant colours that are faithful to the original shooting subject, whether seen on a television screen or printed out as a photograph.