

Press Release

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Release your creativity – capture stunning stills and HD video with the Canon EOS 550D



London, UK, 8th February 2010 – Canon today revolutionises the world of consumer photography with the launch of the new **EOS 550D** – a lightweight Digital SLR (DSLR) that enables users to broaden their photographic horizons in stills and Full HD video.

The latest addition to Canon's globally-acclaimed EOS range, the EOS 550D is perfect for capturing memories in stunning detail and colour. Canon's most advanced consumer DSLR to date the camera blends an extensive range of features with a compact, easy-to-use body – providing users with the perfect tool to explore and develop their creative vision.

See it all – shoot everything in detail

Large prints are provided by an 18 Megapixel resolution and a 9-point Auto Focus (AF) system, offering extraordinary detail in every shot. Powerful DIGIC 4 processing complements the optical excellence with both speed and intelligence, delivering vivid images with little noise, whether shooting stunning holiday landscapes or the sprint relay at sports day. A range of pre-set shooting modes also makes the EOS 550D extremely easy to operate, allowing users to focus solely on the subjects they want to capture.

Shoot in the dark

Shooting in low light is made easy thanks to the advanced ISO range of up to 6400. Summer parties, weddings and barbeques can be difficult to capture when light levels

drop, but the EOS 550D makes it simple to capture excellent images in the dark without using the flash. ISO can even be extended to 12800 in the darkest conditions, allowing users to shoot evening events or dimly-lit scenes with ease.

Explore and experiment with EOS Movie

As well as being an excellent stills camera, the EOS 550D also shoots High Definition videos in full 1080p resolution. Full manual control allows users to creatively tune settings to suit the subject, providing the flexibility to capture all kinds of action, from family gatherings to fast-moving sports.

A sensor similar in size to those used in high end cinema cameras also enables users to utilise aperture to control how much of the image is in focus, providing the ability to create a wide range of impressive visual effects. Users can also get closer to the action with a new Movie Crop function, which magnifies focal length by seven times without the need to change the lens, making long-range video possible without having to move an inch.

Shoot and share

A new 7.7cm (3.0") 3:2 Clear View high-resolution LCD screen provides a great facility to share pictures as they are taken. The 3:2 aspect ratio perfectly matches images captured by the camera, displaying shots without black borders, while wide viewing angles and an anti-reflective coating makes viewing images easy, even in bright sunlight. For those who want to share their images on the big screen, HDMI connectivity provides the facility to hook-up to compatible HD-ready TVs for instant playback of stills and video.

The compact and robust design makes it easy to shoot anywhere, and a user-friendly button layout makes the camera comfortable to both hold and use. Perfect for beginners and those with artistic aspirations, the EOS 550D allows photographers to take their creativity to the next level – regardless of experience – shooting exceptional quality video and stills side-by-side.

Features at a glance:

- Capture large, detailed prints with the 18 Megapixel APS-C CMOS sensor
- Exceptional speed, colour and low noise with DIGIC 4 image processing
- Outstanding quality video with Full HD (1920x1080p) recording
- Extreme low light shooting with 100 – 6400 ISO, expandable to 12800
- Never miss a thing with high-speed 3.7fps continuous shooting

- Crystal clear playback on the high-resolution, 7.7cm (3.0") 3:2 Clear View LCD
- Enjoy detail across the frame with the 9-point AF system
- Dust-free shots with the EOS Integrated Cleaning System
- All day shooting with the new LP-E8 high capacity battery

CANON iMAGE GATEWAY – share your stories

Owners of the new Canon EOS 550D can join the CANON iMAGE GATEWAY, a free online facility for Canon users that makes it easy to share their photos and video. Users can take advantage of up to 2GB of personal storage space, creating enough room for hundreds of high-quality images. Mobile browsing is also supported, making it easy for friends and family to view photos on the move.

- ENDS -

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About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon's tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers' creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice. This is embodied in its corporate philosophy Kyosei - 'To live and work together for the common good'.

Further information about Canon Europe is available at:

www.canon-europe.com