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## **Canon brings Dual Flash Memory recording to SD camcorder range**



**FS10**



**FS11**

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 revitalises the Standard Definition (SD) market with the launch of a stunning range of camcorders that record movies to flash memory. The Megapixel Canon Digital Video Camcorders FS11, FS10 and FS100 are not only compact and power efficient – they are also graced with a stunning new sense of style. In fact, these designer camcorders are the ideal solution for all types of moviemaker: from teens in the park, to office workers on a night out and grandparents on holiday. Thanks to solid state memory, they offer the kind of storage capacity previously only seen in Hard Disk Drive (HDD) models, yet are housed in a body no larger than the size of a family digital camera.

For total convenience, the Dual Flash Memory FS11 and FS10 give users the option of shooting to standard SD/SDHC memory cards or internal memory – either 16GB (FS11) or 8GB (FS10), offering up to over 10 hours or over 5 hours of recording respectively. With ever-larger SDHC memory cards now on the market, users can easily increase the overall recording capacity of these models, all the while retaining the ability to just pick up and shoot when a card isn't to hand. The FS100 records to SD/SDHC memory cards only – compact and easily removable, they are ideal for sharing with friends and family. As Canon camcorders, all three models naturally benefit from class-leading video technologies, including the new 45x Advanced Zoom system.

“The FS series is a groundbreaking addition to Canon’s range of digital imaging devices, offering content creators and family moviemakers everywhere the ultimate in style, compactness and convenience,” said Mogens Jensen, Head of Canon Consumer Imaging Europe. “The style and good looks of each model are reminiscent of Canon’s popular range of compact digital still cameras – the introduction of flash memory recording demonstrates that Canon remains committed to refining and improving its camcorder range, bringing the latest technologies to every user.”

The new FS series:

- Dual Flash Memory imaging devices recording to SD/SDHC and internal memory (FS11 and FS10) – for high capacity and responsive control
- Direct to SD/SDHC recording (FS100) – perfect for sharing
- Stylish, lightweight design that incorporates a high resolution Megapixel CCD with True Wide High Resolution 16:9 recording
- New 45x Advanced Zoom with genuine Canon video lens and DIGIC DV II<sup>1</sup> processor
- Compatible with Canon’s new standalone Canon DVD Burner DW-100
- New Intelligent battery system displays remaining recording time (accurate to the minute)
- Still image capture to internal memory (FS11 and FS10) or SD memory card
- Microphone input connection for superior quality audio
- Software Solution Disk and Application Disk supplied<sup>2</sup>

### **Dual Flash Memory recording**

Canon’s Dual Flash Memory system benefits both the FS11 and FS10. Combining the best of both worlds – internal flash memory and SD/SDHC memory card recording – both of these camcorders offer large storage capacities, until now the preserve of HDD models. Storing up to over 10 hours (FS11) or over 5 hours (FS10) of movies, they are still no bigger than an average digital camera.

The advantages of internal memory are numerous: there are no hidden media costs and no need to carry spares around – not to mention the fact that users can just pick up and shoot whenever they want. Since the FS11 and FS10 also allow movies to be shot directly to SD/SDHC memory cards, they are equally well equipped for situations requiring more storage – on such occasions a memory card can be used to supplement internal capacity. When users want to share memories

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<sup>1</sup> See *Technologies Explained*.

<sup>2</sup> See *Additional Information*.

with friends, video can also be copied directly from the internal memory to an SD/SDHC memory card.

Ideal for spontaneous shooting, the FS100 records video and photos to standard SD or SDHC memory cards. Memory cards are an easy-to-share way of shooting since they can be easily removed from the camcorder and handed to friends and colleagues. Footage can also be easily uploaded to a computer using a compatible card reader or via a USB connection.

### **Stylish, lightweight design**

Flash camcorders offer several key advantages. Along with lower power consumption and faster start up times, flash memory is physically smaller than tapes, DVDs, and Hard Disk Drives. This fact allows flash camcorders to be made significantly lighter and more compact – the FS series is ergonomic and refined, sitting comfortably in the palm of the hand. And since flash involves no moving parts, each camcorder can withstand bumps and knocks without endangering stored footage.

FS series camcorders set a new benchmark in powerful imaging performance packaged in a truly compact design. Across the range, a Megapixel CCD provides superior image quality and True Wide High Resolution 16:9 recording. After the shoot, a 2.7" 16:9 LCD screen allows widescreen movies to be previewed in the correct dimensions.

### **Advanced Zoom**

With a 45x Advanced Zoom, the FS series sets a new standard in the market. The Advanced Zoom system is an innovation that allows users to capture distant events – such as the action of a sports match – in perfect clarity. Combining the quality of a genuine Canon optical zoom lens with the processing power of the unique DIGIC DV II image processor, users can get closer to the action than ever before.

### **Simple DVD burning**

To make sharing footage with friends and family even easier, FS11, FS10 and FS100 are compatible with Canon's new standalone Canon DVD Burner DW-100. The burner connects directly to the camcorder, allowing videos to be copied to a full-size DVD without the need for a computer – the perfect accessory for anyone who enjoys sending movies to distant relatives and friends.

### **Intelligent battery**

A new Intelligent lithium-ion battery system displays exactly how much recording time is left. Accurate to the minute, the system makes it easier to monitor available

power and therefore avoid running out at the crucial moment. Writing to flash memory has a far lower power requirement than other recording formats, too – over three hours of shooting is possible with the supplied battery pack.

### **Digital photography features**

Combining video recording with advanced digital photography features, the FS11, FS10 and FS100 capture high quality stills. Photos are easily transferred to a computer via USB. A Canon Solution Disk, supplied with every model, helps users store, enhance and manage their digital still photos.

### **Superior audio**

Each FS series model features a microphone input connection, allowing superior quality audio to be captured. By attaching an external microphone, users are better able to record a strong soundtrack in otherwise challenging circumstances – at a school concert for instance, or similar occasions when ambient noise might otherwise interfere with what is being recorded.

– 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

	FS11	FS10	FS100
Dual Flash Memory System	Yes	Yes	No
Internal memory	16GB	8GB	N/A
SD/SDHC memory card recording	Yes	Yes	Yes
Still image capture to internal memory	Yes	Yes	N/A

## Additional Information

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

FS series camcorders are supplied with Pixela ImageMixer 3 SE. This software allows users to organise, play back and edit their digital video clips, then convert them to alternative file formats – ideal for uploading to the internet or for copying to devices, such as personal media players.

ImageMixer 3 SE also offers DVD creation features – another easy way to share footage from each model.

The camcorders are also 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.

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.)

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 independently, each can be maximised for output.

Additional benefits of DIGIC DV II include a specially optimised noise reduction system, providing low noise images with excellent colour reproduction and wide tonal range. 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.