

Press Release

EMBARGO: 5th January, 2010, 15:00 CET

Effortless results, affordable style – Canon launches the new PowerShot A3100 IS and PowerShot A3000 IS



PowerShot A3100 IS



PowerShot A3000 IS

London, UK, 5th January 2010 – Canon today launches the **PowerShot A3100 IS** and **PowerShot A3000 IS**, two new digital cameras that are compact, great looking and extremely easy to use. Packed with a range of clever and user-friendly features, the new models make photography more enjoyable than ever, helping users get great shots with the minimum of effort.

With genuine Canon lens technology and DIGIC III processing, the PowerShot A3100 IS and PowerShot A3000 IS offer excellent performance and great value. Both sport a new, slim and lightweight body with an attractive exterior design, combining stand-out looks with a range of intelligent technologies. The PowerShot A3100 IS is available in a selection of bright, attractive colours, offering a choice of blue, red and silver variants, while the PowerShot A3000 IS comes in silver with a subtle black trim. The new models will succeed the current PowerShot A1100 IS, and mark a true step forward for the PowerShot A series line.

Canon quality – both inside and out

The PowerShot A3100 IS features a 12.1 Megapixel imaging sensor, while the lower-cost PowerShot A3000 IS offers 10.0 Megapixels of resolution. Equipped with DIGIC III processing, a 4x optical zoom lens and integrated optical Image Stabilizer, both provide

rich, detailed and blur-free images. A bright, 6.7cm (2.7") high resolution LCD screen offers crisp playback, enabling users to frame and review images in pin-sharp clarity.

Both new models also make it easy to capture the perfect shot, thanks to the intelligent Smart Auto mode. Smart Auto with Scene Detection Technology recognises up to 18 different scenes and automatically applies the optimum settings required to capture the best picture.

Smart Auto also includes i-Contrast technology, which analyses images to deliver perfect exposure, adding brightness and detail to darker sections without blowing out correctly-exposed areas. Additionally, Canon's Easy mode provides super-simple settings for beginners, deactivating most of the buttons and removing icons from the screen for straightforward point-and-shoot photography.

Smart Flash Exposure improves natural and ambient lighting in every shot, intelligently adjusting flash exposure to suit the subject and the shooting conditions. In daylight, for example, Smart Flash Exposure will detect and eliminate harsh facial shadows created when light reaches people at an angle, automatically engaging the flash to brighten up any poorly lit features. Flash power is also controlled during macro shooting, preventing over exposure and retaining image detail of subjects shot from a very short distance.

Face Detection Technology makes it easy to take pictures of friends, tracking faces and providing correct exposure and focus for the best results. Face Select & Track allows one face to be given priority over others in a group if required, while Red-Eye Correction identifies and corrects red eyes, making sure everyone looks their best. The smart FaceSelf-Timer feature allows the photographer to be included in group photos, only taking the shot when an extra face has entered the frame.

Creative shooting with minimum effort

A range of creative shooting features includes the new Low Light mode, which provides improved performance in challenging lighting conditions at 2.0 Megapixel resolution. The new Super Vivid mode injects new life into subjects, adding colour to images to provide a dramatic, enriched effect. The cameras also feature the new Poster Effect mode, which reduces the number of colours to create retro-looking, poster-style images.



The PowerShot A3100 IS makes it easy to navigate menus, with on-screen Hints & Tips providing simple explanations of camera functions for superb ease-of-use.

In addition to high-quality images, both the PowerShot A3100 IS and the PowerShot A3000 IS capture video at VGA resolution with sound, offering users the ability to go beyond stills. Both models feature comprehensive software packages, including an integrated YouTube™ upload function, for sharing videos online quickly and easily.

For the first time in a PowerShot A series model, the new models both feature Lithium-ion battery packs. Lightweight and rechargeable, Lithium-ion battery packs are slim and easier to carry, and provide the convenience of being able to be charged on demand. Both cameras are also compatible with SDHC and SDXC storage cards, offering up to 2TB (SDXC only) of convenient and reliable memory that users can take anywhere.

CANON iMAGE GATEWAY – share your stories

Owners of the new PowerShot A3100 IS and PowerShot A3000 IS are entitled to free membership of CANON iMAGE GATEWAY, an online facility for sharing photos and video. Users can take advantage of up to 2GB of personal storage capacity, 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 –

Media enquiries, please contact:

Kate Cartwright

Canon Europe

t: +44 (0)20 8588 8777

e: Kate.Cartwright@canon-europe.com

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