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Designed by women, for women – Canon's PowerShot E1



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Designed by women for women, the new 10 Megapixel PowerShot E1 meets the needs of every girl. Compact enough to slip in the smallest of handbags, it's the perfect camera for taking top-quality pictures and fun movies with minimum effort. And with a palette of three luscious shades - White, Pink or Blue - to choose from, there's a model to suit every wardrobe.

The PowerShot E1 uses clever Canon technologies designed to capture your friends' smiling faces in extra-sharp, colourful detail – whether you're on the beach or enjoying a night out. A range of 17 different shooting modes includes Easy Mode, which allows even complete beginners to take great photos with ease. And if you've taken a shot that deserves framing, you're in luck - with 10 Megapixels' worth of detail, you can turn pictures into fantastic poster-size prints.

Key features

- Compact, stylish 10.0 Megapixel camera in three colours (White, Pink, Blue)
- 4x optical zoom with optical Image Stabilizer
- 2.5" LCD screen, plus real-image optical viewfinder
- Great people shots with Face Detection plus anti-blur technology
- Movie mode for spontaneous video clips

– 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