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Press release

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New Digital IXUS models feature ultra-smart technology and slimmest ever design





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United Kingdom / Republic of Ireland, 18 February 2009: Canon today strengthens its reputation for excellence in digital compact camera design with two new models: the slimmest ever Digital IXUS model, the 12.1 Megapixel **Digital IXUS 100 IS**, and the 10 Megapixel **Digital IXUS 95 IS.** Both models feature a new Smart Auto mode, which uses Canon's Scene Detection Technology to help users take great shots with ease. The Digital IXUS 100 IS also includes the option to shoot HD movies (1280 x 720, 30fps) and HDMI connectivity.

Replacing the Digital IXUS 85 IS, the Digital IXUS 100 IS features a striking, 18.4mm wide stainless steel body, finished in a choice of silver, black, gold or red – making it ideal for the most prestigious of occasions. The Digital IXUS 95 IS, successor to the Digital IXUS 80 IS, offers an ultra-stylish, take-anywhere alternative in silver, grey, blue or pink. Both models offer framing flexibility via a 3.0x optical zoom, with consistently blur-free results provided by Canon's optical Image Stabilizer.

Built for stunning images

Generous resolutions of 10.0 Megapixels and 12.1 Megapixels allow for huge A2+ size prints or the freedom to crop images to improve composition while retaining outstanding image detail. The addition of Canon's DIGIC 4 processor allows both models to deliver ultra-fast operation, and rich, low-noise images with outstanding clarity and colour reproduction.

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Beauty and brains

For incredible pictures with extreme ease, both models incorporate a new Smart Auto mode. This uses Canon's Scene Detection Technology to analyse the shooting scene in detail – checking subject brightness, contrast, distance and overall hue. The camera then instantly selects one of 18 possible modes, to ensure perfect settings for the scene.

Thanks to DIGIC 4 processing, Canon's intelligent technologies are now more accurate than ever. Improved Motion Detection aids blur-free capture of moving subjects. i-Contrast brightens the dark areas of a photo without blowing out correctly-exposed areas. Face Detection Technology can register multiple faces in a frame and adjusts settings for better results; with the Digital IXUS 100 IS, this includes new Blink Detection, which helps avoid the disappointment of a mistimed portrait shot. Face Self-Timer simplifies group shots or self portraits by waiting until the user enters the frame before shooting. Auto Red-Eye Correction removes the unwanted red-eye effect caused by flash photography, either during or after shooting.

In addition, both models offer a smarter, newly improved User Interface – making functions even easier and more intuitive to access.

Movies and more

Despite its tiny proportions, the Digital IXUS 100 IS includes the ability to shoot pin-sharp, ultra-detailed video clips in High Definition (1280 x 720) – which can be played back on any HDTV via an HDMI connection. The Digital IXUS 95 IS offers fun movie capture at VGA resolution, with the option of Long Play movies for extended shooting.

On both models, a 2.5" PureColor LCD II offers bright, detailed image preview and review. The inclusion of an optical viewfinder offers users an alternative way to compose shots.

"United by some of our smartest technology yet, these models offer two compelling new choices to Digital IXUS fans: prestige, slimline design, or great style for everyday use," commented Rainer Fuehres, Head of Canon Consumer Imaging Europe.

Pricing & Availability

The Digital IXUS 100 IS is available from Mid March 2009 priced at £299.00 / €349.00 RRP inc. VAT.

The Digital IXUS 95 IS is available from Mid February 2009 priced at £249.00 / €299.00 RRP inc. VAT

Key features:

- Digital IXUS 100 IS: ultra-slim IXUS design in silver, black, gold or red
- Digital IXUS 95 IS: slim, stylish IXUS design in silver, grey, blue or pink
- 12.1 Megapixels (Digital IXUS 100 IS), 10.0 Megapixels (Digital IXUS 95 IS)
- 3.0x optical zoom with optical Image Stabilizer
- Smart Auto mode with Scene Detection Technology
- DIGIC 4 for ultra-fast responsiveness and superb image quality
- Combats blur with IS and Motion Detection Technology
- People shots made easy with Face Detection Technology, Blink Detection (Digital IXUS 100 IS only) plus Face Self-Timer and Auto Red-Eye Correction
- 2.5" PureColor LCD II
- i-Contrast brightens dark areas without blowing out correctly-exposed areas
- HD movies and HDMI connection (Digital IXUS 100 IS only)

For more information, please check: http://www.canon-europe.com/press_centre/product_information/cameras_accessories/More_Technical_Information/ Digital_IXUS_100_IS.asp

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For Canon product images please visit www.canon.co.uk/press_centre

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About Canon (UK) Limited

Canon is a world-leading innovator and provider of imaging and information technology solutions for the home and office environments.

Canon has a global philosophy of *Kyosei* - living and working together for the common good, which clearly demonstrates commitment to customers, staff and the environment shared by all.

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Canon (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,800 people in various locations including Ireland.

The main business focus for Canon (UK) Ltd is in two clearly defined market segments: **Business Solutions** covering both the office and professional printing environments (including: multifunctional printers, IT consultation, photocopiers, printers, large format printers, fax machines, document management hardware & software) and **Consumer Imaging** (input solutions: film and digital SLR cameras, digital still compact cameras, camcorders, binoculars, calculators and scanners; and output solutions: Inkjet and laser printers, faxes, desktop all-in-ones and multimedia projectors). **Broadcast Division** is an extension of our product portfolio covering the supply and servicing of professional lenses and their accessories to the Television Broadcasting environment.