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Canon

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like you*

MEDIA RELEASE

Travel light with Canon's slimmest 40x superzoom camera: the PowerShot SX720 HS, your holiday superzoom



Sydney, Australia, 18 February 2016 – Canon Australia today introduces the **PowerShot SX720 HS**, Canon's slimmest and most powerful superzoom camera yet. Bolstering the PowerShot SX travel series, it combines a 20.3 MP CMOS sensor with DIGIC 6 processing to power Canon's HS System, delivering stunning stills and Full HD movies even when the lighting is compromised – whether you are meandering through cities or dining al fresco, at sunrise or sunset.

PowerShot SX720 HS key features:

- Travel light and capture every moment
- Everything you need for excellent movies
- Connect, share and backup easily
- Perfect for your proudest moments - day or night
- As simple or as advanced as you want

High zoom, high quality

Built around a versatile ultra-wide angle 40x optical zoom (24-960mm), with 80x ZoomPlus, the pocketable and lightweight camera is packed into a body just 35.6mm thick, making it the perfect travel companion for capturing all the action, both near and far. When travelling with friends, shoot a large group shot in front of a stunning backdrop with Advanced Zoom Framing Assist, which intelligently zooms in or out to compose your shot according to the number of people in the frame. Then, when you decide to move to your next location, the PowerShot SX720 HS's Intelligent Image Stabilizer will constantly adapt to ensure you get the best quality images, even when terrain is bumpy beneath.

Document your life in Full HD Movies

Remember breath-taking moments at the touch of a button in realistic Full HD movies, up to 60p, in MP4 format. Canon's Dynamic IS, combined with Auto Level, delivers rock-steady footage, even when moving at pace or when shooting from tricky angles by correcting camera shake over five axes. If you want a snapshot of the action, use Short Clip Movie – you can select four, five or six second clips, with a variety of playback options including slow motion and double speed. For greater levels of manual control, you can use MF Peaking to achieve perfect focus in stills and movies.

Scalable creativity for every situation

Being creative on the move is easy with Creative Shot Mode – when deployed, the PowerShot SX720 HS will automatically create five versions of your image with various filters and effects applied. The camera can also edit your special stories into a memorable video album with Story Highlights mode – it lets you easily review and share your trip without the need for editing.

Reimagine the postcard: capture and share memories instantly

Whether you've trekked the dizzying heights of Machu Pichu or visited the majestic Taj Mahal, Dynamic NFC and Wi-Fi make it easy to share the wonders of the world with those who matter most. Just tap the camera to pair it with a compatible smartphone or [Connect Station CS100](#), or press the Wi-Fi Button to access Wi-Fi functionality to share and back-up images to other connected devices. Image Sync allows you to archive your travel shots, as it effortlessly backs-up photos to a variety of cloud services including Canon's [irista](#) – the cloud platform which allows you to auto save images and free up space on your camera, as well as create galleries to share with friends and family. When shooting stills or images you can also wirelessly and remotely control the camera using a smartphone, letting you shoot a mob of meerkats or flamboyance of flamingos without disturbing them.

Availability

The **PowerShot SX720 HS** will be available from March 2016. Prices will be set at dealer discretion.

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About Canon

[Canon](#) is the world's leading imaging brand that actively inspires with imaginative ideas that enable people to connect, communicate and achieve more than they thought possible through imaging solutions for business and consumers. Canon's Australian R&D company, [CiSRA](#), develops and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-five US patent recipients* for the past 29 years, and had global revenues of more than \$US37 billion in 2014. Canon Australia also operates [Canon Finance Australia](#), which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit www.canon.com.au, www.facebook.com/canonaustralia, http://instagram.com/canonaustralia, www.twitter.com/canonaustralia, www.youtube.com/canonaustralia.

* Based on weekly patent counts issued by the United States Patent and Trademark Office

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