

Canon PowerShot N100

Sydney, Australia, 7 January, 2014 – Canon today unveils the PowerShot N100 – a brand new concept camera, packed full of innovative new technologies to effortlessly turn your images and movies into stories that you'll never forget. The PowerShot N100 is Canon's first compact camera to feature both front and rear facing cameras, allowing you to simultaneously capture your expression behind the camera as you press the shutter, helping you tell both sides of your story. The camera also features optical technologies similar to those found in the renowned high performance PowerShot S Series, which produces exceptional quality images.

Dual capture

Unlocking the ability to capture action in front of and behind the camera, the PowerShot N100's new Dual Capture functionality ensures every emotion is encapsulated in a single image or movie, thanks to the rear-facing Story Camera. "The PowerShot N100 records your expression as you shoot, either as a movie or still image, and combines it with the scene you've captured," says Rebecca Pearson, Assistant Product Manager, Consumer Capture Devices, Canon Australia. "This new feature is ideal for when your reaction is just as important as the moment itself, such as watching a child's first steps."

Stills are guaranteed to look impressive with Canon's Smart Auto technology – it automatically determines the best settings to capture the perfect shot from 58 different scenes – from sunsets to smiling babies. You'll never miss a moment either, thanks to the inclusion of Canon's Hybrid Auto feature, which captures four seconds of movie footage before you press the shutter to take a still image. The PowerShot N100 also intelligently combines Hybrid Auto and the Dual Capture functionality to automatically record your expressions behind the camera two seconds before and after image capture. At the end of the day, the clips are merged into one 720p resolution movie to tell the behind-the-scenes story of your shooting experience.

The new Story Highlights mode is the perfect tool to help you easily tell your story, without the need for any editing. The mode automatically edits all of your special stories into one memorable video album for you to review and share. Using a unique algorithm and the powerful DIGIC 6 processor, the camera intelligently analyses pictures to produce a highlights video album by theme, date, or even by faces that have been registered in the camera. Select, organise and relive your cherished memories on demand by using the dedicated Favourite Button to instantly tag videos and images to feature in your highlights album.

Stories to be shared

Sharing stories from your day is easier than ever before, with the PowerShot N100's Wi-Fi functionality allowing you to wirelessly upload your stories directly to social networks[1]. Connecting to smartphones is easy – the customisable Mobile Device Connect Button with NFC support allows you to connect and start sharing, via Canon's CameraWindow app, in quick and simple steps. The Mobile Device Connect Button also allows easy backup to online cloud storage sites such as Google Drive™, or Flickr™, via CANON IMAGE GATEWAY. Using the CameraWindow app, you can even remotely control the PowerShot N100 directly from your smartphone's screen. Easily control the camera's most common features, such as zoom, flash, shutter and even self-timer, all from your phone – perfect for when you want to be a part of group shots, or you need to be discreet whilst capturing wildlife.

Stunning image quality your stories deserve

Your stories can be enjoyed for a lifetime, thanks to Canon's first-class image technologies. Capturing natural looking images in low light is easy with Canon's HS System, an advanced combination of powerful DIGIC 6 processing and a 12.1 Megapixel 1/1.7-type high-sensitivity CMOS sensor. The PowerShot N100's lens provides the flexibility to capture sweeping landscapes using the 24mm ultra-wide-angle, and get closer to distant subjects with the 5x optical zoom. The rear-facing Story Camera features a wide 25mm lens that works simultaneously with the front-facing camera, and is wide-enough to capture a couple behind the camera. Canon's industry leading Optical Image Stabilizer and Intelligent IS technology also ensure that images are sharp and clear, and even images or movies shot on the go are clear thanks to the enhanced Dynamic IS mode.

Creativity at your fingertips

Expressing your creativity is simple with the PowerShot N100's range of automatic shooting modes designed to enhance images. For moments where the foreground of your shot is important, a beautiful shallow depth of field effect can be created with the Background Defocus mode, which automatically blurs the background, recreating the effect of images similar to those captured using an SLR camera. You can also add a creative twist to images with Creative Shot, a unique shooting mode that allows you to capture six different versions of a single image. There are 46 different creative effects, grouped into four categories – Monochrome, Retro, Special and Natural – for you to pre-select from before you start shooting. All settings can be accessed and adjusted via the 7.5 cm (3.0") tilt-up touchscreen, allowing you to shoot from a variety of unique and different angles. The PowerShot N100 will be available in retail stores across Australia from May 2014.

PowerShot N100 Key Features:

- 12.1 Megapixel 1/1.7-type high-sensitivity CMOS sensor
- Dual Capture with rear-facing Story Camera
- HS System for superior lowlight results
- Ultra wide, bright 5x zoom lens with Intelligent IS
- Effortlessly create albums with Story Highlights
- Wi-Fi with NFC
- Large tilt-up touchscreen
- Hybrid Auto with Dual Capture
- Creative modes

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