

## **Capture, create and share special memories with Canon's PowerShot SX600 HS, IXUS 265 HS**

Sydney, Australia, 7 January 2014 – Canon today introduces two new models to its range of stylish and slim point-and-shoot cameras – the PowerShot SX600 HS and IXUS 265 HS.

“Both models feature high zooms and are ideal for those people wanting to get closer to the action,” says Rebecca Pearson, Assistant Product Manager, Consumer Capture Devices, Canon Australia. “Both cameras come with new creative shooting modes and a range of connectivity features, giving you the ability to capture and share special moments with ease.”

### **Go the distance with Canon's superzooms**

Allowing you to get up close to distant action, whether capturing your child playing on holiday or a sporting event, the PowerShot SX600 HS combines an impressive superzoom lens in a slim and stylish compact body. It gives you the flexibility to shoot wide-angle panoramic landscapes and sweeping scenes, thanks to its 25mm ultra-wide-angle lens, as well as capturing distant objects up close – without compromising image quality. Ideal for moments where you want to zoom into the action, the PowerShot SX600 HS also boasts an impressive 18x optical zoom and high quality 36x ZoomPlus technology to take you even closer.

### **High-quality images every time**

Thanks to Canon's imaging technologies, with both cameras you'll be able to take high-quality images to show off to friends and family. Quickly capture the spontaneity of the moment with the advanced Canon DIGIC 4+ processor, which provides exceptional responsiveness. For shooting from day to night, the HS System combines the processor and 16 MP high-sensitivity CMOS sensor to shoot stunning, detailed stills without loss of quality.

### **Shoot, connect, share**

Sharing your images on social networks, or using cloud storage to back up photos, is quick and simple with both the PowerShot SX600 HS and IXUS 265 HS. The dedicated Mobile Device Connect Button allows users to connect to a smartphone in an instant, while new NFC support makes it even easier to connect to NFC-enabled devices[i] so you can start sharing images in a few simple steps.

Using the cameras' new connectivity you can also experiment with Remote Shooting – ideal if you want to be part of a photo-shoot session with friends or for family portraits. This new feature gives the creative freedom to shoot photos from up to five meters away from the camera, using your smartphone or tablet to control the camera's settings. Your device's screen will display touch buttons that allow the camera to be operated remotely, so images can be captured, displayed and saved.

### **Explore your creativity**

Give your images that extra creative edge, with the camera's wide range of creative

effects. If you're unsure which to use, the unique Creative Shot feature will choose for you – capturing up to six different versions of the same image, each with their own unique creative twist. Select from four themes – Monochrome, Retro, Special and Natural – with a total of 46 creative effects. You can also relive behind the scene moments too, as the Hybrid Auto feature records four seconds of movie footage before and after every still shot is taken. At the end of the day, all stills and clips can be merged into one to tell the complete story.

### **With you, wherever you go – compact, pocketable designs**

You'll never miss a moment with the PowerShot SX600 HS and IXUS 265 HS – both models handle daytime and low-light shooting with ease, delivering consistently stunning results time-after-time. Designed with a sleek, stylish metal exterior, the versatile IXUS 265 HS is also small enough to fit neatly into a pocket to ensure it's always to hand for those spontaneous moments. And, the large 7.5 cm (3.0") high-resolution (461k dot) LCD screen makes it easy to play back your shots. The PowerShot SX600 HS's 7.5 cm (3.0") PureColor II G LCD screen is perfect for summer getaways as shots can be easily viewed in sunlight.

The PowerShot SX600 HS will be available in retail stores across Australia from February 2014. The IXUS 265 HS will be available exclusively through JB Hi-Fi stores from March 2014.

### **PowerShot SX600 HS Key Features:**

- Ultra-wide angle 18x optical zoom and 36x ZoomPlus
- Compact, pocketable body with metal exterior
- 16 MP HS System for clear photos even in low light
- Wi-Fi and NFC for easy smartphone connection
- Intelligent IS keeps photos sharp and movies steady
- Creative Shot effortlessly creates 6 unique images
- Smart Auto for point and shoot simplicity
- Full HD movies with optical zoom
- Available in red and black

### **IXUS 265 HS Key Features:**

- 16 MP HS System for clear photos even in low light
- Ultra-wide angle 12x optical zoom and 24x ZoomPlus

- Stylish, ultra-compact body with metal exterior
- Wi-Fi and NFC for easy smartphone connection
- Intelligent IS for sharp photos and movies
- Creative Shot effortlessly creates 6 unique images
- Smart Auto for point and shoot simplicity
- Full HD movies with optical zoom
- Available in silver

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