

## **MEDIA RELEASE:**

# **Capture your adventures with Canon's compact superzoom camera – the PowerShot SX730 HS**

*The ultimate travel superzoom*

**Sydney, Australia, 6 April 2017** – Canon today refreshes its PowerShot SX travel series with a slim and powerful superzoom camera – the **PowerShot SX730 HS**. The ultimate travel superzoom, the PowerShot SX730 HS combines a 20.3 MP CMOS sensor with DiG!C 6 processing power and shoots continuously at 5.9 fps, so you'll never miss a moment. Whether it's spontaneous street performances and bustling souks in cities, or stunning sunsets and landscapes, the PowerShot SX730 HS is the perfect travel companion for all your adventures.

### **PowerShot SX730 HS – key benefits**

- See into the distance with 40x zoom
- Tilt the screen 180 degrees for beautiful self portraits
- Record your adventures with super steady videos
- Focus on your subject with ease with Zoom Framing Assist
- Create a travel diary – the camera will automatically compile images and videos
- Share your holiday photos instantly with Bluetooth®

### **The ultimate travel superzoom in your pocket**

Capturing your travel adventures at any distance has never been easier with the PowerShot SX730 HS. Featuring an ultra-wide angle 40X optical zoom, you can now get closer to your subject and capture more in every frame. At just 39.9mm thick, the camera can easily slip in the side of a backpack or pocket of your jeans, making it ideal for photography on-the-go. Zoom Framing Assist will track and focus on the subject even during telephoto shooting, giving you nice sharp images.

### **Beautiful self-portraits**

Switch the camera to self-portrait mode and tilt the screen up 180 degrees to capture the perfect selfie. The 24mm ultra-wide lens will allow you to capture more of the background, giving you an ideal self-portrait with the iconic landmark. Plus, you can add smooth skin effect for surface blur technique to create a more flattering image.

### **Creativity made easy**

Unleash your creativity with the PowerShot SX730 HS's Creative Shot Mode – quick and easy to use on the move, the camera automatically creates five additional versions of your image with a variety of filters and effects, presenting you with new and unexpected ways of capturing your subject. Add creative flair to your Instagram™ Story with Short Clip Movie mode, which captures four or five second Full HD clips with a variety of playback options, including slow and fast motion. Featuring a large, tilting, 7.5cm LCD screen, you'll be able to shoot from even the most difficult of angles, helping you get creative with your compositions while the date stamp feature lets you accurately document every part of your explorations across the globe.

### **Share your holiday photos instantly**

Keep everyone updated on your travel adventures by sharing your photos instantly on social. With the new Bluetooth® technology you can keep your camera and smart phone connected and transfer photos easily with the Canon Camera Connect App. A constant connection between your camera and smartphone can also be maintained via Bluetooth® connectivity<sup>[1]</sup>, so you can view your photos while your camera is safely tucked away in your bag. Bluetooth® connectivity<sup>1</sup>, also gives you control for wireless remote shooting, perfect for capturing group selfies. And using the Camera Connect App, you can easily synchronise the location of all your photos with GPS data via your smartphone, to accurately pinpoint your adventures, wherever they take you.

### **Availability**

The **PowerShot SX730 HS** will be available from May 2017. Prices will be set at dealer discretion.