

MEDIA RELEASE

Introducing Canon's EOS 200D

Sydney, Australia, 29 June 2017 – Canon today launched **EOS 200D**, the latest DSLR camera -stylishly lightweight, packed with features, and easy-to-use.

EOS 200D – key benefits

- Learn to take better photos with Guided Display
- Capture the perfect moment with 5 fps continuous shooting speed
- Creative HD videos with built in timelapse movie and video snapshots
- Beautiful self-portraits with selfie mode
- Share images on-the-go with Bluetooth

Learn to take better photos with Guided Display

If you're unfamiliar with camera vocabulary, or would love to move off Auto, the new guided display will help you learn as you shoot. With easy-to-understand in-camera instructions, the guided display will teach you different shooting effects, helping you to capture the shots you have always wanted. AV mode is perfect for creating those blurred out backgrounds - it's as easy as sliding your fingers onscreen to 'blurred'. Capturing beautiful flowing water movements is just as simple, by following the 'flowing' or 'frozen' guide whilst in TV mode.

Small in size, big in features

Canon lightest DSLR with a vari-angle touchscreen, EOS 200D features the newest technology and shares features with top of the range Canon cameras, ensuring the best image quality. From shadows to highlights, you're assured of capturing stunning resolution images in any light thanks to Smart Auto-Focus and ISO 100-25,600.

EOS 200D boasts an optical viewfinder as well as a vari-angle screen with touchscreen capabilities, all of which are very helpful for those purchasing their first DSLR. The viewfinder is ideal for bright sunny days when it may be challenging to see the screen. Using the vari-angle touchscreen gives you the flexibility of an alternative shooting angles and helps you capture those tricky shots. Being able to switch easily between screen and viewfinder, the perfect shot is never far away.

What's more, the DSLR features Canon's latest processor, DIGIC 7. The brain of the camera optimises settings automatically in any situation making it easy to get exceptional image quality, with reduced image noise.

Perfect camera for every occasion

Whether you're taking photos or making movies, the EOS 200D is the ideal choice for anyone wanting to document their life. With Dual Pixel CMOS Auto-Focus, you can simply tap on the screen to focus on your subject and let the camera's sophisticated subject tracking do all the work. Plus, with 5 frames per-second shooting speed you can freeze the action and capture that perfect moment.

Shoot, connect and share

Whether you're shooting the sunset over the Taj Mahal or your family and friends at home, there is nothing better than sharing your amazing experiences with the world. With Canon Camera Connect App, you can instantly get social and share your adventures from your EOS 200D. Plus, the EOS 200D is the first Canon DSLR camera to come complete with selfie mode giving you skin smoothing and background blurring for Instagram addicts.

Availability

The **EOS 200D** will be available from end of July 2017. Prices will be set at dealer discretion.