

DIGITAL ELPH

All images and effects simulated.
Specifications subject to change without notice. Canon, ELPH, DIGIC, and PowerShot are registered trademarks of Canon Inc. in the United States and may also be registered trademarks or trademarks in other countries. All other products and brand names are registered trademarks, trademarks or service marks of their respective owners.

www.powershot.com

0118W511 1/08

©2008 CANON U.S.A., INC.
PRINTED IN U.S.A.

Canon

Inspiration of ELPH





**ELPH:
SETTING
TRENDS,
REINVENTING
STYLE,
INSPIRING
OTHERS.**

Inspiration takes many forms. It's the pleasure of sensationally sleek design. And the excitement of technology that enhances the way you see – and capture – every moment of the day and night. For more than a decade, inspiration has been the heartbeat of ELPH from Canon. Cameras that are an effortless extension of your unique personality are cameras that go everywhere you do. Cameras that simply feel “just right.” From the very first ELPH with its landmark Box & Circle motif, Canon has repeatedly redefined photographic perfection, creating a fusion of visual beauty and exhilarating performance that continues to evolve. And elevate every benchmark of excellence.



A Personal Statement



GOLDEN TONE

Experience every beautiful note of sophistication's mellow glow.



BOHEMIAN BROWN

There's something about rich, bold color that captures your real personality.



PINK MELODY

The joy of a smile, captured in a hue that shimmers with delight.



RHYTHM & BLUE

A shade that's chic and carefree all at once is right in tempo with you.



SWING SILVER

Magical events and the radiance of classic elegance... a brilliant mix.

Your style. Flair. Fresh take on creativity. They're all summed up in the newest Digital ELPH cameras from Canon. With imaginative colors and designs for every mood and moment, Digital ELPH is as personal as it gets. And it's clearly focused on the future with the most advanced features. Let the real you come through. It's as close as the vibrant, always innovative world of Digital ELPH.

PowerShot SD1100 IS DIGITAL ELPH

8.0 Megapixels • 3x Optical Zoom • 2.5 inch LCD Screen



Inspiration Takes Many Forms



PowerShot SD950 IS
DIGITAL ELPH

12.1 Megapixels • 3.7x Optical Zoom • 2.5 inch LCD Screen



PowerShot SD870 IS
DIGITAL ELPH

8.0 Megapixels • 3.8x Optical Zoom • 3.0 inch LCD Screen



PowerShot SD850 IS
DIGITAL ELPH

8.0 Megapixels • 4x Optical Zoom • 2.5 inch LCD Screen



PowerShot SD750
DIGITAL ELPH

7.1 Megapixels • 3x Optical Zoom • 3.0 inch LCD Screen



The excitement of innovation



Face Detection Technology

The camera finds multiple faces in the frame to ensure excellent focus and proper illumination for both the faces and the overall scene. Flash and white balance are correctly adjusted while emphasizing the colors of the faces in the frame. Face Detection Technologies give you the best possible results in any shooting situation.



Conventional



Face Detection AF/AE/FE/WB*

As white balance is automatically optimized across the screen, faces are detected to maintain natural skin tones.



Face Selector AF



Face Selector AF allows you to focus on a specific face. The selected face is double-framed and tracked as it moves in the frame.



Motion Detection Technology*

This sophisticated feature works in the background to instantly evaluate how fast the subject in the frame is moving. With cameras containing an Optical Image Stabilizer, camera shake is also detected. Motion Detection Technology automatically selects the optimal exposure and ISO settings to capture crisp, clear images.



ISO100



ISO400

When the camera detects a subject in motion, it automatically sets a higher ISO number and faster shutter speed to reduce blur.



ISO800



ISO100

When little subject or camera movement is detected, lower ISOs are set automatically. The result is beautiful, sharp images with great color and low digital noise.



Optical Image Stabilizer Technology*

Canon's Optical Image Stabilizer reduces blur caused by camera shake. Upon detecting motion, the Image Stabilizer shifts a lens group to compensate for movement, resulting in crisp, sharp images, even zoomed-in and at slow shutter speeds.



Without Optical Image Stabilizer



With Optical Image Stabilizer



UA Lens Technology*

Precision optics are the heart and soul of the PowerShot Digital ELPH series. The development of advanced UA Lens Technology allows for even greater miniaturization, resulting in camera bodies that are slimmer and smaller with an elegance that is the spirit of Digital ELPH.



DIGIC III Image Processor

The extraordinary DIGIC Image Processor typifies Canon's cutting edge excellence. Look forward to instant startups, faster autofocus speed, carefree continuous shooting, amazing movie quality and immediate playback response.



Autofocus

Advanced highly sensitive focusing sensors positioned across the entire picture plane ensure razor sharp images every time you press the shutter. When subjects are far off-center, count on single-point AF.



PureColor LCD II/PureColor LCD

A color filter in the LCD screen expands the color reproductive range for a sharp and vivid color display. Camera's large LCD screens also allow convenient wide-angle viewing as well.

* Select Digital ELPH cameras only.

† Face Detection only detects faces facing forward, and tracks up to 9 frames or 35 frames on select models.



MS

Maria Sharapova



In a World of Choices, Maria's is PowerShot

Off court, Maria takes her shots with the stylish PowerShot SD1100 IS Digital ELPH in Pink Melody. That's because DIGIC III ensures sharp images and fast performance, while Canon's Optical Image Stabilizer, Face Detection AF/AE/FE/WB and Motion Detection Technology capture perfect face shots. Add the shooting fun of a 2.5-inch PureColor LCD II, and she's got the world-class performance she expects.

MAKE EVERY SHOT A  **POWERSHOT**