Amstelveen, The Netherlands, 07 May, 2007: Canon today announces the launch of the 12x optical zoom, 8.0 Megapixel PowerShot S5 IS. The new compact inherits optical Image Stabilizer (IS) technology, professional-grade optics and extensive movie functions while introducing a host of new features designed to increase the photographer’s success rate.

Powered by Canon’s DIGIC III image processor, Face Detection Technology improves focus, exposure and flash output for people shots while the new Red-Eye Correction feature\(^1\) effectively solves red-eye problems in captured photos. An increased sensitivity range of ISO 80-1600 complements the optical IS system for extended low light performance.

Other key advancements include a larger, higher resolution 2.5” vari-angle LCD, additional shooting modes and extended video recording. The compact design incorporates a new hot shoe that provides compatibility with selected Canon EX Speedlite external flashes\(^2\), adding to an accessory list that includes Wide, Tele and Close-up converter lenses.

\(^1\) Available in playback mode
\(^2\) See product specifications for supported products
Features at a glance:

- 12x optical zoom lens with Ultrasonic Motor (USM) and UD lens
- Optical Image Stabilizer
- 8.0 Megapixel CCD
- DIGIC III with advanced Noise Reduction technology and Face Detection for stills and movies
- Red-Eye Correction in playback
- 2.5” high-resolution vari-angle LCD
- Long-play VGA movies with stereo sound and Photo in Movie
- 22 shooting modes including full manual control and 0cm Super Macro
- High ISO 1600 and Auto ISO Shift
- Compatible with Wide/Tele/Close-up converter lenses and Canon EX Speedlite flashes

Precision Optics
Benefiting from Canon’s 70 year heritage in optics, the 12x optical zoom lens (f/2.7 – f/3.5, 36-432mm) incorporates the same leading technologies used in professional EF lenses:

- Optical Image Stabilizer (IS) technology suppresses blur when taking stills and minimises image shake when shooting video footage. Canon’s lens-shift type IS allows photographers to shoot at shutter speeds up to 3 stops slower with no perceptible increase in image blur.
- An Ultra-Sonic Motor (USM) delivers rapid, responsive zooming with virtually silent operation, reducing the risk of sound interference on movies and or when shooting wildlife subjects.
- An Ultra-low Dispersion (UD) lens element curbs chromatic aberrations at longer focal lengths to ensure faithful colour reproduction and sharp definition.

Optional Wide and Tele converter lenses extend the focal length from wide 27mm to super-tele 648mm (35mm film equivalent). A Super Macro mode with 0cm shooting distance and optional Close-Up lens 500D (58mm) allow for detailed macro photography. Safety Zoom³ allows users to extend the camera's zoom range without interpolation affecting image quality - images can be captured at up to 24x zoom with enough resolution for lab-quality postcard (10 x 15cm) prints. Photographers can also enable the Digital Tele-Converter³ feature for added telephoto reach (1.6x or 2.0x) on every shot, without the reduction in aperture typically caused by optical tele-converters.

³ See Technologies Explained
New technologies for better photos

Canon’s DIGIC III processor introduces several new features engineered to return better photos, more easily. Face Detection AF/AE/FE automatically detects up to nine faces within a scene and optimises focus, exposure and flash output accordingly. The system performs accurately with large groups and when subjects are distant or move within the frame. Unique to the PowerShot S5 IS, Face Detection AF/AE can also be activated when recording movies, with focus and exposure continuously adjusted for moving subjects. Because the technology is hardware-based, it operates at the same rapid speed as Canon's standard AiAF.

As well as flash-based Red-Eye Reduction during shooting, the PowerShot S5 IS includes Red-Eye Correction for captured images, reducing the need for post-shoot processing on a computer. When enabled in playback mode, Red-Eye Correction uses Face Detection Technology to analyse the selected image and remove any red-eye it detects. Users can also remove red-eye manually.

Photographic versatility

Responding to user feedback, the vari-angle LCD has been increased from 2.0” to 2.5” while screen resolution is sharper at 207k pixels. The LCD can be twisted in any direction to allow shooting from awkward positions – such as waist height or with the camera held above the head.

Improved low light shooting at high ISO settings (up to ISO 1600) is assured through the combination of optical Image Stabilizer and DIGIC III’s advanced Noise Reduction Technology. A new Auto ISO Shift function prevents blur by giving users the option to boost the ISO setting – and consequently shutter speed – with a single button press whenever the camera predicts camera shake.

When flash photography is desired, the new hot shoe gives users the option of using an external EX Speedlite flash or slave flash setup to achieve naturalistic or dramatic lighting effects.

Extensive movie functions

In addition to Face Detection in movies, the PowerShot S5 IS retains a dedicated movie button so that users can instantly record without having to switch from stills shooting mode – ideal for catching those once-off moments. A new Long Play mode significantly extends recording time for VGA quality movies while maintaining a smooth 30fps frame rate. Stereo sound recording for audio files and movies is now adjustable to 64 levels, and includes a wind noise filter for clear, crisp sound quality. The convenient Photo In Movie feature enables the capture of full resolution stills during movie recording.
Creative shooting
An expanded selection of 22 shooting modes ranges from automatic to full Manual mode and includes Aperture Priority, Shutter Speed Priority and a user-defined Custom mode. The My Category function simplifies image management by automatically tagging images with categories – such as People, Scenery and Events – based on face detection and the shooting mode selected.

The PowerShot S5 IS benefits from a number of features that will be of particular use to advanced photographers. New Continuous Shooting AF keeps a moving subject in focus whilst shooting at 1.5fps. Safety FE automatically reduces the aperture to avoid blown highlights when using the flash close to subjects, while Safety MF helps during manual focusing by performing fine adjustments to focus. The camera also retains AEB (auto exposure bracketing) focus bracketing, and a real-time live histogram display to allow for accurate judging of exposure.

Combining ease of use with advanced functionality, the PowerShot S5 IS offers new and experienced photographers alike a powerful, versatile photographic experience.

– Ends –

About Canon Consumer Imaging, Canon Europe
Canon Europe is a subsidiary of Canon Inc. of Japan, a world-leading innovator and provider of photographic and imaging technology. Canon Inc. was founded in 1937 and has a heritage of nearly 70 years in optics research and development.

The Consumer Imaging division incorporates the following product groups: photo, video, ink jet and laser printers and multifunctional devices, projectors, scanners and fax machines.

Further information about Canon Europe is available at: www.canon-europe.com
Additional Information

Printing
The PowerShot S5 IS features a dedicated Print menu for quick access to direct print options. Full PictBridge support means users can print directly to any PictBridge compatible printer without the need for a PC. A Print/Share button allows one-touch printing and easy uploads to Windows or Mac systems.

Software
The PowerShot S5 IS comes bundled with the following Canon Software:

- ZoomBrowser EX 5.8 (Windows), ImageBrowser 5.8 (Macintosh): For organising and editing images, movies and slideshows.
- RemoteCapture Task 1.7 (Windows and Macintosh) for PC controlled remote shooting.
- PhotoStitch 3.1: For creating panoramic photos from multiple images (Windows and Macintosh).

The bundled software supports Windows 2000 (SP4), XP (SP1-2), Vista and Macintosh OS X v10.3-v10.4. The cameras support PTP for driverless transfer to Windows XP and Macintosh OS X, along with MTP for image and movie transfers to Windows Vista.

Purchasers of the cameras are eligible for membership of CANON iMAGE GATEWAY, 4 100MB of online ‘personal gallery’ space for sharing images with family and friends.

Accessories
A complete range of optional accessories is available for the PowerShot S5 IS:

- Tele-converter 1.5x lens (TC-DC58B)
- Wide-converter 0.75x lens (WC-DC58A)
- Lens Adapter/Hood Set (LAH-DC20)
- Close-Up Lens 500D (58mm)
- Canon Speedlite flash units (220EX, 430EX, 580EX)
- High Power Flash HF-DC1
- Soft Case (DCC-90)
- Compact AC Power Adapter (CA-PS700)
- Battery and Charger Kit (CBK4-300)

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4 CANON iMAGE GATEWAY is not available in all European countries. Please see www.cig.canon-europe.com for available countries.
The camera is compatible with MMC/SD/SDHC cards, and comes supplied with a 32MB Canon card.
Technologies Explained

**Optical Image Stabilizer**
Canon's lens shift-type optical Image Stabilizer counteracts the camera shake caused by slight hand movements. Vibration sensors detect the angle and speed of movement and send this information to a processor, allowing the camera to compensate. This adds stability to hand-held, telephoto or moving shots and enables shooting at shutter speeds of up to three stops slower with no noticeable increase in image blur.

**Ultra-low Dispersion (UD) lens technology**
No matter how well engineered, conventional optical glass lens elements cause chromatic aberrations which can ‘soften’ images and appear in photographs as fringing around the outside edge of subjects. Canon’s Ultra-low Dispersion (UD) glass has special optical properties to successfully reduce these aberrations. Especially effective in super telephoto lenses, UD glass helps to deliver crisp, sharp, high contrast images.

**DIGIC III**
Canon’s DIGIC III (DIGital Imaging Core) image processor manages all of the camera’s primary functions to optimize operating efficiency. Advanced image processing algorithms deliver superb image detail and colour reproduction with accurate white balance. Key improvements over DIGIC II include markedly faster response times, advanced Noise Reduction Technology and support for Canon’s Face Detection AF/AE/FE technology.

**Face Detection AF/AE/FE**
Canon’s Face Detection AF/AE/FE system automatically detects up to nine faces within a frame before adjusting the focus, exposure and flash to ensure optimal results. It is able to determine which faces are intended to be the subject, instantly reverting to the partnering 9-point AiAF system if no face is the primary subject.

**Digital Tele-Converter and Safety Zoom**
Similar to placing an accessory lens on the front of the camera, Canon’s Digital Tele-Converter adds a constant digital zoom to every shot (1.6x / 2.0x). While optical converter lenses cause a reduction in aperture and consequently require a slower shutter speed, the Digital Tele-Converter maintains aperture size, reducing the risk of image blur.

Safety Zoom protects the image from interpolation at high levels of digital zoom, allowing users to extend zoom magnification without sacrificing image quality.
Level of Safety Zoom possible at each image size setting without loss of image quality:

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<th>Medium 2</th>
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