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【For Immediate Release】

26 February, 2016

**Canon New PowerShot SX420 IS Digital Compact Camera  
Combining Compact Body, Up to 42x High Zoom Power with  
Wi-Fi Shooting and Transfer Function Perfect for Entry Users**

Canon introduces the new **PowerShot SX420 IS** Digital Compact Camera. Combining 42x optical zoom power, easy operation, compact design with a host of advanced intelligent technologies, coupled with a new 20-megapixel image sensor that brings higher resolution images, **PowerShot SX420 IS** is the perfect camera for entry users to enjoy creative, high quality telephotography. A newly added built-in Wi-Fi Wireless Transfer function<sup>1</sup>, together with NFC<sup>2</sup> for direct connection to Android devices, makes transferring high quality images and movies to smart devices and uploading to social networking sites quick and simple with just a press of the button, allowing users to share their interesting discoveries anytime! The camera features an Intelligent IS which optimizes image stabilization for different scenes and situations, ensuring sharp images and steady movies even when shooting at tele-end. Designed to meet the needs of entry users, the camera offers up to 32 Scene Detection modes and supports Live View Control mode, Low Light shooting mode and a range of Creative Filters for easy creation of the desired result.

**New 24mm ultra wide-angle 42x optical zoom lens with Optical Image Stabilizer (IS)**  
**PowerShot SX420 IS** is equipped with a new 24mm ultra wide-angle 42x optical zoom lens, offering a super telephoto length equivalent to 1008mm for flexible capture of both distant and close-up scenery. Its 24mm ultra wide end allows easy capture of wide open landscapes and group photos within a limited space, while its 42x optical zoom power can capture far away subjects in brilliant details and allow for more versatile framing, especially useful for photographing concerts or taking close-up shots of the performers. The camera is also integrated with a lens-shift type Optical Image Stabilizer (IS) to provide optimal compensation that effectively reduces blur caused by camera shake during telephoto shooting to ensure sharp images. A

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<sup>1</sup> IEEE 802.11 b/g/n 2.4GHz band only. Supports smart devices using iOS 7.1/8.4/9.0/9.2 ; Android 4.0/ 4.1/ 4.2/ 4.3/ 4.4/5.0/5.1/6.0

<sup>2</sup> Supports Android 4.0 or above with NFC function





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0cm Super Macro mode is also supported for shooting tiny objects and close-up shots with incredible details.

### **20-Megapixel Image Sensor and DIGIC 4+ Digital Image Processor to realize high-resolution and low-noise images**

**PowerShot SX420 IS** incorporates a 20-megapixel CCD image sensor for high-resolution, detailed images and DIGIC 4+ digital image processor with high algorithm power for high-speed processing of massive image data, providing effective noise reduction capability for high ISO shooting to ensure sharp and detailed images even when shooting handheld in low-light environment. Thanks to DIGIC 4+, the camera realizes highly responsive shooting and high-speed AF to ensure easy capture of every split-second moment.

### **Newly Added Built-in Wi-Fi Wireless Transfer and Shooting functions for quick and easy image sharing**

**PowerShot SX420 IS** features a newly added built-in Wi-Fi Wireless Transfer function<sup>1</sup> for easy and instant image sharing, printing and backup. With a Wi-Fi network, high quality images and movies captured can be uploaded directly to social networking sites such as Facebook or YouTube, sent wirelessly to smart phones, tablets or to other Canon digital cameras<sup>3</sup> for easy sharing or backup. Images can also be printed directly through wireless connection with printers that support PictBridge (Wireless LAN) technology. In addition, the camera supports NFC (Near Field Communication) for direct image transfer to Android phones or tablets<sup>2</sup>. Simply touch your Android device with NFC function turned on to the NFC icon on the camera body, the Camera Connect application on your device will be launched automatically with connection completed.

Wi-Fi Remote Shooting function<sup>4</sup> via smart devices is also supported. This allows users to realize more creative shooting angles. With this function, users can mount the camera on a tripod and control it remotely to take self-portraits or group photos conveniently, or take photos of the natural scenery and wildlife animals from a high or

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<sup>3</sup> Support Canon digital cameras with Wi-Fi Wireless Transfer function

<sup>2</sup> Supports Android 4.0 or above with NFC function

<sup>4</sup> Camera Connect should be installed and used on the smart device





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low angle flexibly. In addition, GPS function from smart devices<sup>5</sup> is also supported, allowing accurate GPS data reception both indoor and outdoor by smart device with the installed Camera Connect application turned on. Connect the camera to the smart device after shooting, GPS data including shooting location and time will be transferred and combined with the images, allowing easy image review, searching or creation of travel blog in future.

### **Double stabilization to ensure image stability under different shooting situations**

**PowerShot SX420 IS** features an Intelligent IS that works with Scene Detection technology to automatically optimize image stabilization performance under different situations for both photo and movie shooting. It also features a Hybrid IS to correct both shift-based and angle-based camera movement in high precision for improved macro shooting stability.

### **A range of shooting modes for easy shooting in different situations**

A range of shooting modes catering for different shooting situations and needs can help users capture high quality images with ease. A Low Light shooting mode supporting up to ISO 6400<sup>6</sup> allows easy handheld shooting in under-lit and flash-restricted environment where more light can be captured for sharper and brighter images. For users looking for more creative expression, Creative Filters that offer selections of Miniature Mode, Fish-eye Mode and Toy Camera Effect can create fun and special photos and movies right from the camera. In addition, the camera is built with a Live View Control mode that allows easy adjustments of image's brightness level, color saturation and color tone on one single screen based upon individual preferences and needs. Users can achieve the desired image result easily through framing on the 3-inch LCD monitor.

### **Scene Detection technology to ensure the best images for entry users**

Scene Detection technology automatically detects shooting distance, lighting condition, color temperature and moving subjects etc, and adjusts to the best possible camera settings among 32 shooting scenes to capture different scenes easily. Even entry users can capture perfect images in different situations across a range of lighting conditions such as bright, backlit or blue skies.

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<sup>5</sup> Camera Connect should be installed on smart devices with GPS log function turned on

<sup>6</sup> Approximately 5 Mega-pixel





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### **HD Movie Shooting with Dynamic IS and Powered IS**

**PowerShot SX420 IS** supports 1280 x 720 HD movie recording<sup>7</sup>. To achieve smooth and steady movie result, the built-in Dynamic IS reduces shakings caused by handheld shooting at wide angle, while Powered IS is made to improve motion compensation at the tele-end. Work perfectly with Scene Detection technology, the camera can intelligently select the optimal settings for up to 21 pre-set scene modes for movie shooting. Time Lapse Movie shooting<sup>8</sup> under miniature mode is also supported for easy creation of interesting miniature-scale and fast motion effects.

### **Compact body with easy operation**

**PowerShot SX420 IS** features a compact body that weighs only 325g (including battery and memory card), making it the perfect camera for everyday or travel shooting. The grip is designed to support a firm and comfortable hold for enhanced stability during telephoto shooting.

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<sup>7</sup> Records at 1280 x 720 pixels in MP4 format; actual frame rate is 25 second

<sup>8</sup> Records at 1280 x 720 pixels (5/2.5/1.25 frame per second); actual frame rate is 25 frames per second



## PowerShot SX420 IS

### Powerful zoom with intelligent and Wi-Fi function Perfect for entry users

- 24mm wide-angle 42x optical zoom lens with lens-shift type image stabilizer (IS)
- 1/2.3" type 20-megapixel image sensor
- DIGIC 4+ digital image processor
- Built-in Wi-Fi Wireless Transfer<sup>1</sup>, remote shooting<sup>2</sup>, smart device GPS function<sup>3</sup>, printing<sup>4</sup> and backup function
- Supports NFC<sup>5</sup> for easy connection with Android smart devices
- 3-inch 230,000-dot LCD
- 0cm Super Macro shooting
- Double stabilization - Intelligent IS and Hybrid IS
- Scene Detection technology, including 32 different scenes
- Creative filters
- Miniature Movie mode with Time Lapse Movie Effect<sup>6</sup>
- Live view control for easier control
- Low light shooting mode at ISO 6400<sup>7</sup>
- HD movie shooting<sup>8</sup>, with Dynamic IS and Powered IS



<sup>1</sup> IEEE 802.11 b/g/n 2.4GHz band only. Supports smart devices using iOS 7.1/8.4/9.0/9.2 ; Android 4.0/ 4.1/ 4.2/ 4.3/ 4.4/5.0/5.1/6.0

<sup>2</sup> Camera Connect should be installed and used on the smart device

<sup>3</sup> Camera Connect should be installed on smart devices with GPS log function turned on

<sup>4</sup> Printers with PictBridge (Wireless LAN) are needed

<sup>5</sup> Supports Android 4.0 or above with NFC function

<sup>6</sup> Records at 1280 x 720 pixels (5/2.5/1.25 frame per second); actual frame rate is 25 frames per second

<sup>7</sup> Approximately 5 Mega-pixel

<sup>8</sup> Records at 1280 x 720 pixels in MP4 format; actual frame rate is 25 second

The Canon's new **PowerShot SX420 IS** Digital Compact Camera is now available for sale in Hong Kong with suggested retail price of HK\$2,390.

### Accessories and respective suggested retail prices are as follows:

Model	Suggested Retail Price
HF-DC2 High-Power Flash Light	HK\$1,280
NB-11LH Battery Pack	HK\$400
CB-2LFE Battery Charger	HK\$480





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### **About Canon Hongkong Company Limited**

Canon Inc. (TSE:7751 / NYSE:CAJ) was founded in 1937 in Japan. Its predecessor, Precision Optical Instruments Laboratory, produced Japan's first 35 mm focal-plane-shutter camera "Kwanon" in 1934. Canon Inc. eventually expanded into the photocopying and printing industries, launching Japan's first plain-paper copier NP-1100 in 1970 and the world's first inkjet printer BJ-80 in 1985. Through the years, Canon Inc. has acquired in-depth experience in digital imaging product manufacturing, and research and development. It is a leader in the development of innovative products and holds the most technology patents in the imaging industry. Canon Inc. also makes a significant contribution to the promotion of photography. Today, Canon Inc. has a strong global presence and is one of the most important market players in the imaging, office and industrial product categories. As of 31 December 2015, Canon's global revenue was US\$31.4 billion.

One of the company's first offices in Asia, Canon Hongkong Co., Ltd. (CHK) was established in 1971. It is responsible for the sales, marketing and after-sales services for all Canon product lines in Hong Kong SAR, Macau SAR, Taiwan, the Philippines and Mongolia. CHK adheres to Canon's corporate philosophy of "kyosei", which encourages the company and its staff to participate in social, charitable and environmental activities in the community. CHK implements internationally-recognized management systems and has achieved ISO 9001:2008, ISO 14001:2004 and OHSAS 18001:2007 certification. For more information about Canon Hongkong, please visit our website: [www.canon.com.hk](http://www.canon.com.hk).





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### **PowerShot SX420 IS Specification**

<b>Image Sensor</b>		
Type	1/2.3" Type CCD	
Camera Effective Pixels	Approx. 20-megapixel	
<b>Lens</b>		
Focal Length (35mm film equivalent)	24mm (W) - 1008mm (T)	
Optical Zoom	42x	
Focus Range	Auto	0cm - infinity (W) / 1.4m - infinity (T)
	Macro	0cm - 50cm (W)
<b>Image Stabilizer (IS) System</b>	Lens-shift type	
<b>Digital Image Processor</b>	DIGIC 4+	
<b>LCD Monitor</b>	3-inch TFT color LCD (Approx. 230k dots)	
<b>Focus Mode</b>	AF (Face AiAF* <sup>1</sup> / Tracking AF / Center) <small>*<sup>1</sup> If no face is detected, Center AF is used</small>	
<b>Metering System</b>	Evaluative* <sup>1</sup> / Center-weighted average / Spot* <sup>2</sup> <small>*<sup>1</sup> Control to incorporate facial brightness in Face AiAF *<sup>2</sup> Fixed to center</small>	
<b>Exposure Compensation (Still Images)</b>	+/- 2 stops in 1/3-stop increments	
<b>ISO Speed</b> (Standard Output Sensitivity, Recommended Exposure Index)	Auto, ISO 100 - 1600	
<b>White Balance</b>	Auto*, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom <small>* The color of faces is evaluated in Face AiAF</small>	
<b>Shutter</b>		
Type	Mechanical shutter and electronic shutter	
Speeds (Total shutter speed range)	1 - 1/4000 sec	
<b>Aperture</b>		
Type	Iris Aperture	
f/number	f/3.5 - f/8.0 (W) / f/6.6 - f/8.0 (T)	
<b>Flash</b>		
Flash Range	50cm - 5m (W) / 1.4m - 2.7m (T)	
Flash Modes	Auto, On, Slow-Synchron, Off	
<b>Shooting Specifications</b>		
Shooting Modes	Auto, P, Live View Control, Portrait, Face Self-timer, Low Light, Fish-eye Effect, Miniature Effect, Toy Camera Effect, Monochrome, Super Vivid, Poster Effect, Fireworks, Long Shutter	
Digital Zoom	Still Images/Movies: Approx. 4x (up to approx. 168x in combination with optical zoom)	





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Continuous Shooting		Approx. 0.5 shots/sec (P mode) Approx. 2.2 shots/sec (Low Light mode)
Number of Images Shot (CIPA compliant)		Approx. 195 images Approx. 260 images (Eco mode)
<b>Recording Specifications</b>		
Recording Media		SD memory card, SDHC memory card, SDXC memory card
Data Type	Still Images	JPEG (Exif 2.3 supported)
	Movies	MP4 (Image data: MPEG4-AVC/H.264, Audio data: MPEG4 AAC-LC - monaural*) * Not compatible with AVI format
Number of Recording Pixels	Still Images	4:3 Large: 5152 x 3864 Medium 1: 3648 x 2736 Medium 2: 2048 x 1536 Small: 640 x 480
	Movies	1280 x 720 (25fps), 640 x 480 (30fps*) * Actual frame rate is 29.97 fps
<b>Direct Print</b>		Printers with PictBridge Function
<b>Wireless Direct Print</b>		Printers with Wi-Fi PictBridge (Wireless LAN) Function
<b>Display Languages</b>		31 languages
<b>Interface</b>		Unified digital input/output (Hi-Speed USB, Audio and Video output supported) Wireless LAN (IEEE802.11 b/g/n^) NFC Near Field Communication ^2.4GHz band only
<b>Power Source</b>		Battery Pack NB-11LH
<b>Dimensions (L x H x D) (CIPA compliant)</b>		104.4 x 69.1 x 85.1mm (Excluding protrusions)
<b>Weight (CIPA compliant)</b>		Approx. 308g (Camera body only) Approx. 325g (Including battery & memory card)

All data is based on Canon's standard testing methods. Subject to change without notice.

