



Delighting You Always

【For Immediate Release】

23 May 2016

**Canon New PowerShot SX620 HS Digital Compact Camera
Combining Compact Body, Up to 25x High Zoom Power with
Wi-Fi Shooting and Transfer Function
Enjoy Flexible and High Quality Travel Shooting of Photos and Movies**

Canon introduces the new **PowerShot SX620 HS** Digital Compact Camera, offering up to 25x optical zoom power in a compact and lightweight body perfect for outgoing users to capture both distant and close-up travel scenery and discover interesting topics in everyday life. Coupled with Wi-Fi Remote Shooting¹ and Wireless Transfer² function, together with NFC³ connection with Android smart devices, users can enjoy easy shooting and share their interesting discoveries anytime! In addition, **PowerShot SX620 HS** incorporates a host of high quality creative functions including a Creative Shot mode that brings more fun and creative effects randomly, and a Hybrid Auto mode to capture all the amazing moments both in photos and movies, allowing users to express their creativity to record the vivid travel memories.

25mm ultra wide-angle 25x optical zoom lens with optical Image Stabilizer (IS)

PowerShot SX620 HS is equipped with a 25mm ultra wide-angle 25x optical zoom lens to meet the needs of travel photography to capture both distant scenery and close-up subjects effortlessly. The 25mm ultra wide end allows easy capture of wide open landscapes and group photos within a limited space, while the tele-end can capture far away subjects flexibly in brilliant details and allow for more versatile framing. 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 to ensure sharp images. In addition, **PowerShot SX620 HS** also supports 1cm Macro shooting for capturing close-up shots of tiny objects with incredible details, allowing users to take photos from a whole new perspective.

¹ Camera Connect should be installed and used on the smart device

² 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

³ Supports Android 4.0 or above with NFC function





Delighting You Always

HS SYSTEM for high sensitivity shooting with improved movie and image quality

PowerShot SX620 HS features HS SYSTEM that integrates a 20.2-megapixel high sensitivity CMOS image sensor and DIGIC 4+ digital image processor to improve the signal-to-noise ratio, providing effective noise reduction capability for high ISO shooting to ensure sharp and detailed images even when shooting handheld in low-light environment. Benefited from the ultra-fast data processing speed of DIGIC 4+, the camera realizes highly responsive shooting and high-speed AF to ensure easy capture of every split-second moment.

Wi-Fi Remote Shooting function to realize more creative shooting angles

PowerShot SX620 HS supports Wi-Fi Remote Shooting function¹ via smart devices, realizing more creative shooting angles. This allows users to mount the camera on a tripod and control it remotely to take self-portraits or group photos conveniently, or take photos of the nature and wildlife from a high or low angle flexibly. Upon connection, users can enjoy live view on the smart device, control zooming, flash operation, take and review photos.

Wi-Fi Wireless Transfer function with NFC Connection for quick and easy image sharing

PowerShot SX620 HS features a built-in Wi-Fi Wireless Transfer function² 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 cameras⁴ for easy sharing or backup. Images can also be printed directly through wireless connection with printers that support PictBridge (Wireless LAN) technology. In addition, **PowerShot SX620 HS** supports a NFC connection with Android phones or tablets³. 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, making image sharing easier and quicker than ever.

¹ Camera Connect should be installed and used on the smart device

² 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

⁴ Support Canon digital cameras with Wi-Fi Wireless Transfer function

³ Supports Android 4.0 or above with NFC function





Delighting You Always

PowerShot SX620 HS also supports GPS function from smart devices⁵. With the Camera Connect application on the smart device turned on, accurate GPS data can be received at both indoor and outdoor area. 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.

Full HD Movie and Story Highlight mode for more fabulous results

PowerShot SX620 HS supports Full HD movie shooting in 1920 x 1080 resolution at frame rate 30p⁶. The versatile MP4 format is supported to allow easy and direct playback on a variety of devices such as smart phones or tablets. Made specially for movie shooting, the built-in Dynamic IS can significantly reduce shakings that occur when shooting while walking with a handheld camera at wide angle to guarantee smooth and stable movie result, while the Powered IS is made to improve motion compensation at the tele-end.

PowerShot SX620 HS also offers a Hybrid Auto mode. It is a fusion of Movie Digest⁷ and Auto modes to help capture amazing moments with ease. With Hybrid Auto mode, up to 4 seconds of HD movie will be recorded automatically prior to every shutter press to capture a still image. All movies captured during the day will be merged automatically into one single movie of the day for easy review or upload. The Hybrid Auto mode will also select the optimal scene setting automatically out of 24 scenes when capturing a still image.

Creative Shot Mode and Creative Filters for more creative imaging expression

PowerShot SX620 HS features a Creative Shot mode for easy and automatic creation of 5 other funny shots randomly for each shutter press in addition to the original image. By analyzing information like subject, shooting distance and lighting condition, the camera will make optimal adjustments on various aspects like composition and color, and select the most appropriate filters out of 46 types to create versatile image effects. In addition to Auto mode, users can also choose from 4 categories including Retro, Monochrome, Special and Natural for the ideal result.

⁵ Camera Connect should be installed on smart devices with GPS log function turned on

⁶ Records at 1920 x 1080 pixels in MP4 format; actual frame rate is 29.97fps

⁷ Records at 1280 x 720 pixels; actual frame rate is 29.97fps





Delighting You Always

Scene Detection technology for achieving the best images effortlessly

The Scene Detection technology in **PowerShot SX620 HS** supports up to 32 scenes. It can automatically detect shooting distance, lighting condition, color temperature and moving subjects etc, and adjust to the best possible camera settings among the shooting scenes to capture different scenes across a range of lighting conditions.

Stylish body in multiple colors and LCD monitor for more travel shooting fun

PowerShot SX620 HS features a compact body design perfect for travel shooting. The camera is available in Black and White, offering stylish choice of colors for users. In addition, it is equipped with a 3-inch 922,000-dot LCD monitor to facilitate easy framing from any angle, ideal for making creative shots that capture the best of your journey.





Delighting You Always

PowerShot SX620 HS Digital Compact Camera

Your Best Travel Companion with Ultrazoom Lens, Wireless Remote Shooting and Transfer Function

- 25mm ultra wide-angle 25x optical zoom 1cm Macro feature lens with optical image stabilizer (IS)
- 20.2-megapixel High Sensitivity CMOS (back-illuminated) image sensor
- DIGIC 4+ Digital Image Processor with HS SYSTEM
- Built-in Wi-Fi Wireless Transfer¹, Remote Shooting², positioning³, printing⁴ and backup function
- NFC⁵ connection with Android smart devices
- Creative Shot mode and Creative Filters
- 3-inch 922,000-dot LCD
- Hybrid Auto mode⁶, a fusion of movie digest and auto modes to capture amazing moments with ease
- Scene Detection technology, maximum up to 32 different scenes and supporting movie shooting
- Intelligent IS optimizes image stabilization
- Full HD movie shooting⁷ with Dynamic IS and Powered IS



The Canon's new **PowerShot SX620 HS** Digital Compact Camera is now available for sale with suggested retail price of HK\$2,380.

Accessories and respective suggested retail prices are as follows:

Model	Suggested Retail Price
Battery Pack NB-13L	HK\$450
Battery Charger CB-2LHE	HK\$450

¹ 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

² Camera Connect should be installed and used on the smart device

³ Camera Connect should be installed on smart devices with GPS log function turned on

⁴ Printers with PictBridge (Wireless LAN) are needed

⁵ Supports Android 4.0 or above with NFC function

⁶ Records at 1280 x 720 pixels; actual frame rate is 29.97fps

⁷ Records at 1920 x 1080 pixels in MP4 format; actual frame rate is 29.97fps



Delighting You Always

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.

CANON HONGKONG CO., LTD. 佳能香港有限公司

19/F., The Metropolis Tower, 10 Metropolis Drive, Hung Hom, Kowloon, Hong Kong 香港九龍紅磡都會道10號都會大廈19樓
Tel 電話: (852) 2170 2828 Fax 傳真: (852) 2723 9684 www.canon.com.hk





Delighting You Always

Specifications

Image Sensor		
Type	1/2.3" Type High Sensitivity CMOS (Back-illuminated)	
Camera Effective Pixels	Approx. 20.2-megapixel	
Lens		
Focal Length (35mm film equivalent)	25mm (W) - 625mm (T)	
Optical Zoom	25x	
Focus Range	Auto	5cm - infinity (W) / 1m - infinity (T)
	Macro	1cm - 50cm (W)
Image Stabilizer (IS) System	Lens-shift type	
Digital Image Processor	DIGIC 4+	
LCD Monitor	3-inch LCD (Approx. 922K dots)	
Focus Mode	AF, Tracking AF	
Metering System	Evaluative ^{*1} / Center-weighted average / Spot ^{*2} ^{*1} Control to incorporate facial brightness in Face Detect ^{*2} Fixed to center	
Exposure Compensation (Still Images) / Exposure Shift (Movies)	+/- 2 stops in 1/3-stop increments	
ISO Speed (Standard Output Sensitivity, Recommended Exposure Index)	Auto, ISO 80 - 3200	
White Balance	Auto*, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom * The color of faces is evaluated in Face Detect	
Shutter		
Type	Mechanical shutter and electronic shutter	
Speeds (Total shutter speed range)	1 - 1/2000 sec	
Aperture		
Type	Circular Aperture	
Maximum f/number	f/3.2(W) - f/6.6 (T)	
Flash		
Flash Range	50cm - 4m (W) / 1m - 2m (T)	
Flash Modes	Auto ^{*1} , On ^{*2} , Slow-Synchron, Off ^{*1} Red-eye Correction ^{*2} Red-eye lamp / Red-eye Correction	
Shooting Specifications		
Shooting Modes	Auto ^{*1} , P, SCN ^{*2} , Creative Shot, Creative Filters ^{*3} , Movie ^{*4} , Hybrid Auto ^{*1} Smart Auto also available for movies ^{*2} Portrait, Smart Shutter ^{*5} , Handheld Night Scene, Low Light, Fireworks, Long Shutter	



Delighting You Always

		* ³ Fish-eye, Miniature, Toy camera, Monochrome, Super Vivid, Poster * ⁴ Standard * ⁵ Smile, Wink Self-timer, Face Self-timer
Digital Zoom		Still Images/Movies: Approx. 4x (up to approx. 100x in combination with optical zoom)
Continuous Shooting		Approx. 2.5 shots/sec (In P mode)
Number of Images Shot (CIPA compliant)		Approx. 295 images Approx. 405 images (Eco mode)
Recording Specifications		
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	Large: 5184 x 3888 Medium 1: 3648 x 2736 Medium 2: 2048 x 1536 Small: 640 x 480
	Movies	Standard: 1920 x 1080 (30fps ^{*1}), 1280 x 720 (30fps ^{*1}), 640 x 480 (30fps ^{*1}) Miniature Effect: 1280 x 720 ^{*2} , 640 x 480 ^{*2} Hybrid Auto: 1280 x 720 (30fps ^{*1}) ^{*1} Actual frame rate is 29.97fps ^{*2} Shooting: 6/3/1.5fps, Playback: 30fps ^{*1}
Direct Print		Printers with PictBridge Function
Wireless Direct Print		Printers with Wi-Fi PictBridge (Wireless LAN) Function
Interface		Unified digital input/output (Hi-Speed USB, HDMI) Wireless LAN (IEEE802.11 b/g/n [^]) NFC Near Field Communication [^] 2.4GHz band only
Power Source		Battery Pack NB-13L
Dimensions (L x H x D) (CIPA compliant)		96.9 x 56.9 x 27.9mm
Weight (CIPA compliant)		Approx. 158g (Camera body only) Approx. 182g (Including battery & memory card)

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