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## The power of two – Flash forward with Canon's new dual flash memory camcorders

Enhance your recording experience with increased memory capacity and usability in both high and standard definitions



**Singapore, 18 April 2008** – Canon continues to bring more value to the camcorder product line with a new line up of five flash-based camcorders which boost the advantages of flash memory – sleek and compact, lightweight, durable, fast start-up, super silent and low power consumption. In addition, three of the five new models come with a built-in flash memory, as well as a slot for removable flash memory SD card, which easily expand recording time.

The new flash memory camcorder series comprises the following:

Models		Flash type
High definition	HF 10	16G built-in flash memory + flash card slot
	HF 100	Flash card slot
Standard definition	FS 11	16G built-in flash memory + flash card slot
	FS 10	8G built-in flash memory + flash card slot
	FS 100	Flash card slot

“Flash memory is gaining popularity as a replacement for hard disk drives, given its many advantages.” says Andrew Koh, Director and General Manager of the Consumer Imaging and Information Division at Canon Singapore. “Designed with the user in mind, our new range of flash memory camcorders will set new standards for both high and standard definition recording, allowing our users to flash forward their consumer experience.”

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### **Enhanced storage reliability**

Flash is an extremely reliable storage medium as it has no moving parts. Accidental jolts or knocks to the camcorder are also less likely to result in failure or data loss. In addition, users are assured of faster response time (fast read and write speed) with flash memory, making recording an immediate process.

Flash recording also requires less power to operate, thereby increasing the recording time. With its compact size, it allows for a smaller and sleeker device.

### **Convenient recording, transferring and sharing of footages**

Canon's dual-flash memory series - HF10, FS11 and FS10 have two easy ways to record a video – either directly onto the built-in flash memory or onto a removable flash memory SD card.

Both the HF10 and the FS11 camcorders come with a built-in flash memory of 16G (8G in FS10). With an additional 16G removable flash memory card inserted, this means extra long, continuous recording up to 12 hours 10 minutes for the high definition model HF10, and up to 20 hours 50 minutes (or equivalent to 23 8-cm DVDs) for the standard definition model FS11.

In addition, there is no limit to add-on memory. Recording time is easily increased by using a higher capacity flash memory SD card.

Sharing videos with family and friends are made easier. Users can simply transfer footages from the built-in flash memory to a flash memory SD card and pass the card to another user. The same applies to footages recorded on the SD/SDHC memory card.

Viewing is also made easier by simply inserting the removable flash memory SD card into the card slot of a computer or HDTV.

### **The Power of high definition**

Canon's new HF10 and HF100 camcorders are the first high definition camcorders to record HD1080i video at the maximum resolution permitted by the AVCHD (Advanced Video Codec for High Definition) standard 1920 x 1080 resolution; which translates

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recorded footages all the way from lens to screen, or full high definition images from input through to output.

This picture size delivers the very best possible image quality made possible with Canon's cutting edge Full HD CMOS sensor.

Coupled with the Canon HD Video Lens that provides superior resolution and vivid sharpness and Canon's renowned DIGIC DV II image processor, the HF series offer a True Full HD experience – Full HD in, full HD out.

### **Magnificent magnification**

The FS camcorder series feature high magnification of 37x optical zoom with 45x Advanced Zoom that ensures better image quality than conventional optical zoom functions, which means achieving close-up shots for subjects from a distance away; whilst the HF camcorder series also features a 12x Optical Zoom HD video lens

Both the HF and FS series also spot Image Stabilizer that helps to minimize shakes and keep video footages steady.

### **Stylish, compact and lightweight**

The five new flash memory camcorders are ultra compact – fusing miniaturization and design with higher levels of durability, flexibility and capacity. It can even fit into pockets or small bags and is convenient to bring everywhere, for any occasion.

The five new camcorders come in black and silver colours except for the FS100 which are also available in Sapphire Blue, Garnet Wine and Moon Stone Silver.

### **More specifications**

- Full HD Solution: Unlike other camcorders that use interpolation technology to simulate Full HD capture, Canon's HF series camcorders utilize Canon's Full HD CMOS sensor (incorporating RGB primary Colour Filter) with Full HD 1920 x 1080 pixels recording throughout.

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- The HF series feature sophisticated controls such as the 25p CINE Frame Rate and the CINE Mode combine to offer the same smooth frame rates and cinematic tones of celluloid film.
- The Instant Auto Focus (AF) in the HF series helps maintain HD video footage in focus and hence razor-sharp even when the camcorder is in motion.
- The LED video light function allows the LED to act as the light source when shooting in low light conditions. Simply flip the LED to face subject.
- Quick Start feature enables starting up and shooting almost immediately.
- The new mini accessory shoe in the HF series allows attachments of external microphone for enhanced voice recording purposes. (FS have a microphone jack for superb voice recording.)
- Canon's DIGIC DV II image processor ensures that both video and still images are optimized separately to deliver the best results for each medium.
- Photos can be captured simultaneously while video recording, at 3-megapixels resolution, at 2048 x 1536 pixels for the HF series (1-megapixels resolution for the FS series).
- New bundled Pixela ImageMixer software features ability to playback, edit and convert files to common Quicktime or MPEG formats for easy playback.

#### **Canon's portable DVD Burner – DW-100**

Consumers now have a reliable system to backup as well as review and playback video footages and still images recorded in internal hard disk and flash memory digital camcorders.

The portable DW-100 allows users to store precious memories from their cameras or camcorders directly onto a standard 12cm DVD disc while still maintaining the full HD format which the footages were captured in.

The device is also compatible with in various formats such as MPEG-2, MPEG-2 in SD and AVCHD. Viewing is made with a simple connection to TV, PC or MAC via its USB connection.

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### **Pricing and availability**

The flashed memory camcorders and the DVD Burner will be available at all Canon authorized dealers from May at the following recommended retail prices,

HF10: S\$2,299	HF100: S\$1,899	FS11: S\$1,199
FS10: S\$999	FS100: S\$799	DW-100: S\$329

Please visit <http://www.canon.com.sg/presscentre> to download a softcopy of this press release or high resolution images of this product

### **About Canon Singapore Pte Ltd**

Canon is a global leader in photographic and digital imaging solutions. Canon Singapore Pte Ltd is the headquarters for South & Southeast Asia, driving sales, marketing and service strategies. Besides handling the domestic market, the company leads 16 other countries including subsidiaries in India, Malaysia, Philippines, Thailand and a representative office in Vietnam. The parent company Canon Inc has a global network of 219 companies and employs more than 118,000 people worldwide. It is dedicated to the advancement in technology and innovation and commits about 10% of its total revenue each year to R&D. Canon is consistently one of the top three companies to earn the most number of patents over the last 15 years. As a Fortune Global 500 company, Canon is guided by its Kyosei Philosophy that focuses on living and working together for the common good. More information is available at [www.canon.com.sg](http://www.canon.com.sg)

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