

Press Release

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18MP, 1080p HD Movies, ISO 6400: Canon redefines the boundaries of the consumer DSLR with the EOS 550D



United Kingdom / Republic of Ireland, 8th February 2010 – Canon today announces a groundbreaking new addition to its expanding, world-famous EOS range of Digital SLR cameras – the **EOS 550D**.

The EOS 550D redefines the boundaries of Canon's consumer DSLR range, incorporating technologies and features more commonly found in semi-professional DSLRs into the compact, lightweight body favoured by consumers. With a newly-developed 18 Megapixel (MP) APS-C CMOS sensor, coupled with Canon's advanced DIGIC 4 image processor and the ability to shoot Full HD movies, photography enthusiasts are empowered to explore new levels of creativity.

Creative control with no compromise on quality

The EOS 550D makes Canon's powerful imaging technology more accessible to consumers. Canon's advanced DIGIC 4 image processor and 18MP sensor support standard ISO settings of 100 – 6400 (expandable to 12800), while enhanced in-camera noise reduction technology boosts performance in low light conditions. The system's 14-bit image processing also produces smoother tonal gradation and natural looking colours for high quality prints and on-screen display.

For swift and accurate focusing, the EOS 550D features a 9-point AF system with one extra-sensitive cross-type point at the centre for f/2.8 or faster lenses. The EOS 550D also supports high-speed, continuous shooting at 3.7 frames per second (fps). These

features provide users with the opportunity to exert greater control over their images, allowing them to capture split-second moments with ease and accuracy.

Continuing Canon's tradition of filtering new technology and features down from its advanced and professional DSLR ranges, the EOS 550D includes the iFCL metering system first launched in the EOS 7D. New for EOS is the ability to set the top limit for automatic ISO, allowing users to control the maximum amount of noise in their images. In a first for entry level EOS, exposure compensation and bracketing can be set up to plus or minus five and two stops respectively, allowing the photographer to take a number of differently exposed versions of the same shot to ensure they capture a well-exposed image, even in difficult lighting conditions.

"Digital SLR photography has captured the imagination of consumers globally," said Kieran Magee, Director of Product Planning, Consumer Products, Canon Europe. "Every year, more and more individuals are looking to record key life events with unrivalled quality or to test and explore their creativity. The EOS 550D redefines the entry level DSLR category, putting technologies and features previously the preserve of the professional into the hands of the consumer – allowing them to achieve outstanding results. With the EOS 550D, consumers are free to explore the limits of their own creative vision."

EOS Movies: Full HD video with creative control

As the ability to record Full HD video becomes increasingly important, Canon continues to deliver DSLR technology that sets the industry benchmark for multimedia functionality. The EOS 550D records video in full 1920x1080p HD resolution, allowing photographers to select the frame rate preferred from 30, 25 and 24fps, as well as offering 720p video at 60 and 50fps. The EOS 550D also includes a 3.5mm stereo microphone socket, enabling the use of an external microphone when capturing video.

Photographers can also take manual control over exposure settings, changing the depth of field and degree of motion blur to shoot more creatively. To provide the best possible video quality, highlight tone priority (HTP) can be set independently for movie capture, without changing any still image capture settings. In situations where the subject is further away, the EOS 550D Movie Crop function records with the central 640x480 pixel area of the sensor, creating an effective magnification of approximately seven times. The EOS 550D is the first in the EOS range to feature Movie Crop and gives consumers more flexibility to capture important moments which would otherwise be too far away.

A clear view of your world

The EOS 550D also allows photographers to view their images and video in unhindered clarity. A 7.7cm (3.0") 3:2 Clear View LCD screen with 1,040k dot resolution makes it possible to see 100% of captured images with no borders. The anti-reflective, water-repellent coating also makes it easier to see the screen in bright conditions and from a variety of angles.

EOS build – Canon quality

As consumers would expect from an EOS DSLR, the EOS 550D is built to a high quality specification. It features bigger, more intuitive buttons which have been redesigned following feedback from users. Based on this feedback, the EOS 550D also features an additional button on the new, battery grip, allowing aperture settings to be changed when shooting with the camera in a vertical position, without having to reorient the body.

Share the moment with friends and family

For EOS 550D photographers, shooting great pictures and video is just a first step. Thanks to an integrated HDMI port compatible with High-Definition Multimedia Interface – Consumer Electronics Control (HDMI-CEC), video and images stored on the EOS 550D can be viewed on an HD-ready TV and controlled via the TV remote.

For users who want to transfer content wirelessly, the EOS 550D includes Eye-Fi connected functions. The EOS 550D features a dedicated Eye-Fi section in the User Interface and it disables the automatic power-down function when an Eye-Fi card is transmitting - allowing users to transfer content easily and without interruption.*

Accessories

The EOS 550D is fully compatible with all Canon EF and EF-S lenses and EX series Speedlite flash units, including the compact Speedlite 270EX. The EOS 550D is also compatible with the new RC-6 Remote Control, allowing photographers to capture high quality stills and Full HD video without touching the camera body. The slim line infrared controller can trigger the shutter release from up to five metres away, with users able to select either immediate release or a two second delay for greater flexibility when shooting. As well as supporting EOS 550D, the RC-6 is also compatible with the EOS 450D, 500D, 7D and 5D Mark II.

CANON iMAGE GATEWAY – share your stories

Owners of the new Canon EOS 550D can join the CANON iMAGE GATEWAY, a free online facility for Canon users that makes it easy to share their photos and video. Users can take advantage of up to 2GB of personal storage space, creating enough room for hundreds of high-quality images. Mobile browsing is also supported, making it easy for friends and family to view photos on the move.

Features at a glance:

- 18 Megapixel APS-C CMOS sensor
- DIGIC 4 processor with ISO 100-6400 (Expansion to 12800)
- Continuous shooting at 3.7fps
- Full HD movie recording with manual control and selectable frame rates
- 7.7cm (3.0”) 3:2 Clear View LCD with 1,040k dots
- iFCL metering System with 63-zone Dual-layer Metering Sensor
- Quick Control screen to change shooting settings
- Exposure compensation +/-5 stops.
- Select maximum value for Auto ISO
- External Microphone socket
- Movie crop function
- Eye-Fi connected functions compatibility

Availability

The EOS 550D is available from 24th February 2010

- ENDS -

Disclaimer

* This product is not guaranteed to support Eye-Fi card functions (including wireless transfer). In case of an issue with an Eye-Fi card, please check with the card manufacturer.

Also note that approval is required to use Eye-Fi cards in many countries or regions. Without approval, use of the card is not permitted. If it is unclear whether the card has been approved for use in the area, please check with the card manufacturer.

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About Canon (UK) Limited

Canon is a world-leading innovator and provider of imaging and information technology solutions for the home and office environments.

Canon has a global philosophy of *Kyosei* - living and working together for the common good, which clearly demonstrates commitment to customers, staff and the environment shared by all.

Canon (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,700 people in various locations including Ireland.

The main business focus for Canon (UK) Ltd is in two clearly defined market segments: **Business Solutions** covering both the office and professional printing environments (including: multifunctional printers, IT consultation, photocopiers, printers, large format printers, fax machines, document management hardware & software) and **Consumer Imaging** (input solutions: film and digital SLR cameras, digital still compact cameras, camcorders, binoculars, calculators and scanners; and output solutions: Inkjet and laser printers, faxes, desktop all-in-ones and multimedia projectors). **Broadcast Division** is an extension of our product portfolio covering the supply and servicing of professional lenses and their accessories to the Television Broadcasting environment.