

DiGiC



Brilliance in an Elegant Digital Camera that Defies its Size.

See it, use it, love it. Canon engineers turn streamlined into spectacular with PowerShot S400 Digital ELPH, creating a stunning 4.0 megapixel digital camera that's all about breathtaking performance and head-turning good looks.

Leave it to Canon to bring you the exclusive DiGiC Imaging Processor. Cutting-edge technology delivers enhanced picture quality, faster processing speed and improved autofocus accuracy. All with decreased power consumption. Imagine DiGiC as your very own 24/7 photo whiz, and you'll get the idea. Right from the start – even if this is your first digital camera – you can look forward to exceptionally brilliant images. Pictures that capture the “WOW” of life without missing a beat.



Think of PowerShot S400 Digital ELPH as a stylish, clever companion you always want to have around.

SPECIFICATIONS

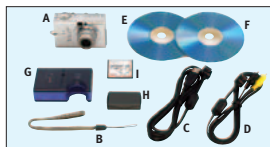
Type: Compact digital still camera with built-in flash, 3x optical zoom and 3.6x digital zoom, 11x combined zoom.
Image Capture Device: 4.0 M pixel, 1/1.8 inch charge coupled device (CCD).
Sensitivity: Auto; 50/100/200/400 (Equivalent to ISO).
Resolution (Recording Pixels): 640 x 480 pixels (Small), 1,024 x 768 (Medium 2), 1,600 x 1,200 (Medium 1), 2,272 x 1,704 (Large), Movie: 320 x 240 or 160 x 120.
Image Quality Modes: Normal, Fine, SuperFine.
File Format: Design rule for Camera File System, DPOF Version 1.1 (Direct Print Order Format), JPEG (EXIF 2.2 compliant).
Image Recording Format: Still Image: JPEG (EXIF 2.2 compliant), Movie: Quicktime AVI.
Recording Media: CompactFlash™ (CF) Card Type I.
Shooting Modes: Auto, Manual, Stitch Assist, Movie, Continuous (Approx. 2.5 fps).
Shooting Speed: Continuous approx. 2.5 fps (High Speed), approx. 1.5 fps (Normal Speed).
Photo Effect: Vivid, Neutral, Low Sharpening, Sepia, Black & White.
Playback Modes: Single, Index (9 thumbnails), Magnification (Approx. 2x to 10x), Slide Show, Movie.
Erase Mode: Still images: Single image, All images, Movie: Part of movie, All movie.
Interfaces: USB, AV Out (Video: NTSC or PAL selectable, Audio: monaural).

Direct Printing: Direct connection to Card Photo Printer CP-100, and Bubble Jet Direct Photo Printers.
Lens: 7.4-22.2mm f/2.8-4.9 zoom lens (equivalent to 36-108mm in 35mm format).
Shutter Speed: 15-1/2,000 sec. Slow shutter operates with noise reduction.
Focus Range: Normal AF: 18in./46cm to Infinity; Macro AF: 2 in/5cm to 18in./46cm (WIDE); 12in./30cm to 18in./46cm (TELE).
Light Metering Method: Evaluative metering (linked with focusing point), Center-weighted average metering or Spot metering.
Exposure Control: Program AE.
Compensation: +/- 2.0 EV in 1/3-step increments.
Built-in Flash: Operation modes: Auto, Red-Eye Reduction Auto, On, Off, and Slow-Sync.
Flash Range: 1ft/30cm to 11.5ft/3.5m (WIDE), 1ft/30cm to 6.5ft/2.0m (TELE) (When ISO is set to Auto).
White Balance Control: TTL Auto White Balance, Pre-Set (Daylight, Cloudy, Tungsten, Fluorescent, or Fluorescent H) and Custom White Balance.
Optical Viewfinder: Real-image zoom viewfinder.
LCD Viewfinder: 1.5 inch low temperature polycrystalline silicon TFT color LCD.
Power Sources: Rechargeable Lithium Ion Battery NB-1LH/NB-1L or AC Adapter Kit ACK500.
Dimensions: 3.4(W) x 2.2(H) x 1 (D)in./87.0(W) x 57.0(H) x 27.8(D) mm.
Weight (w/o batteries or CF card): 6.5 oz./185g.

IMAGE STORAGE CAPACITY

| | Small/N | Small/F | Small/SF | Medium2/N | Medium2/F | Medium2/SF | Medium1/N |
|-----------|-----------|------------|----------|-----------|-----------|------------|------------|
| File Size | 84KB | 150KB | 249KB | 170KB | 320KB | 570KB | 278KB |
| CF-32MB | 337 | 196 | 120 | 174 | 94 | 53 | 108 |
| CF-64MB | 676 | 393 | 241 | 349 | 189 | 107 | 217 |
| CF-128MB | 1,355 | 788 | 482 | 700 | 379 | 215 | 435 |
| CF-256MB | 2,720 | 1,563 | 962 | 1,390 | 762 | 431 | 868 |
| | Medium1/F | Medium1/SF | Large/N | Large/F | Large/SF | Movie/Low | Movie/High |
| File Size | 558KB | 1,002KB | 556KB | 1,116KB | 2,002KB | 120KB/sec. | 330KB/sec. |
| CF-32MB | 54 | 30 | 54 | 27 | 14 | 242 sec. | 91 sec. |
| CF-64MB | 109 | 61 | 110 | 54 | 30 | 486 sec. | 183 sec. |
| CF-128MB | 219 | 122 | 220 | 110 | 61 | 973 sec. | 368 sec. |
| CF-256MB | 440 | 246 | 443 | 222 | 123 | 1,954 sec. | 735 sec. |

Note: N=Normal F=Fine SF=SuperFine
 Storage capacity varies depending on the scene or the subjects. This data is estimated from Canon's standard shooting conditions. Figures for Movie Mode represent total capacity of CompactFlash Card.



SUPPLIED ACCESSORIES

- A. PowerShot S400 Body
- B. Wrist Strap WS-300
- C. Interface Cable IFC-300PCU
- D. AV Cable AVC-DC100
- E. Digital Camera Solution CD-ROM
- F. ArcSoft Camera Suite CD-ROM
- G. Battery Charger CB-2LS
- H. Battery Pack NB-1LH
- I. CompactFlash Card FC-32M

All data are based on Canon's Standard Test Method. Subject to change without notice. Canon PowerShot and "digital revolutionized photography we revolutionized digital" are trademarks of Canon Inc. All other products and brand names are registered trademarks, trademarks, or service marks of their respective owners.

Canon KNOW HOW™

1-800-OK-CANON/www.usa.canon.com
 Canon U.S.A., Inc.
 One Canon Plaza, Lake Success, NY 11042 U.S.A.
 Canon Canada Inc.
 6390 Dixie Road, Mississauga, Ontario L5T 1P7 Canada
 Canon Mexicana, S. DE R.L. DE C.V.
 Periférico Sur No. 4124, 5ª y 6ª pisos
 Col. Ex-Rancho de Anzaldo, 01900 México, D.F.
 Canon Latin America
 703 Waterford Way, Suite 400, Miami, FL 33126 U.S.A.

www.powershot.com

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PowerShot S400



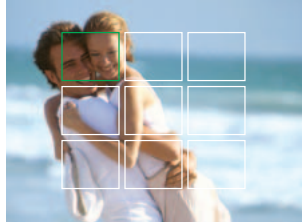
Actual Size

digital revolutionized photography
 we revolutionized digital

DIGITAL

A Contemporary Jewel.

The focus is on style. Smarts. Instant gratification.



The unique beauty of the PowerShot S400 Digital ELPH lies in its carefree versatility. When you're ready to get really close to great times, the ingenious **3x optical zoom** with superior glass lens delivers a focal range equivalent of 36-108mm on a 35mm camera. Paired with the digital zoom, you've got an 11x telephoto effect. And talk about sharp, the S400 showcases a remarkable **9-point AiAF autofocus system and single-point AF**, for vibrantly defined images even when subjects are considerably off center.



PowerShot S400 is a work of art where every element synergies perfectly. Linked to the focusing system is dependable **iSAPS** technology for precise exposure and white balance for professional results in every shooting condition. Complementing this is automatic



white balance for the most natural color. Plus a full range of **ISO-equivalent speed** settings for every brightness situation.

PowerShot S400's **Movie Mode** setting provides up to 3 minutes of superior image quality and sound at 15 frames per second. There's a built-in editing feature. And you can choose all kinds of special image effects. Play movies on the LCD monitor and internal speaker, on the TV or on your computer. Clearly, the rewards of PowerShot S400 go on and on.



Direct Print Solution

Canon's Direct Print Solution lets you make professional-looking prints easily and quickly. Depending on the desired print size, you can connect the S400 directly to compatible Card Photo Printers or Bubble Jet Direct Photo Printers.



Optional Accessories

Waterproof Case WP-DC800



This terrific option is water-resistant and can withstand water pressure up to 130 feet. It's great for diving enthusiasts and foul weather fans. Best of all, the camera is still a snap to use.



AC Adapter Kit ACK500



Car Battery Charger CBC-NB1



Battery Charger CB-2LS



Lithium Battery NB-1LH



Soft Leather Case PSC-50

CompactFlash Card:

- CF-32MB
- CF-64MB
- CF-96MB
- CF-256MB
- CF-512MB