

Canon PowerShot SX520 HS



The PowerShot SX520 HS is a compact point-and-shoot camera featuring a 16-megapixel 1/2.3" High-Sensitivity CMOS image sensor and a long 42x optical zoom f/3.4-6.0 lens equivalent to 24-1,008mm in 35mm format. The SX520 combines this image sensor with the DIGIC 4+ processor to create the Canon HS System which is designed to provide quality imagery in low-light situations. Also, the lens has an Intelligent IS system with eight different modes optimized to different shooting situations.

In addition to stills, the SX520 is capable of full high definition 1920 x 1080p video recording which can be monitored using the 3.0" 461k-dot TFT-LCD screen on the rear of the camera. There is also a high speed autofocus system to ensure you are getting sharp images as fast as possible. Another ability of the camera is Zoom Framing Assist which will automatically zoom the lens in or out in order to track the movement of a subject when shooting at extreme telephoto focal lengths.

Numerous shooting modes are available, including Smart AUTO for intelligently selecting the best settings based on 32 predefined shooting situations. Creative Shot mode generates photos with artistically adjusted tone and color based on your original image. And, Hybrid Auto mode allows you to record a few seconds of video with every photograph you take and will then automatically compile them into a single video.

Canon HS System

The camera combines the power of a 16-megapixel 1/2.3" High-Sensitivity CMOS image sensor with that of the DIGIC 4+ image processor to create images with low noise and excellent sharpness even in low-light conditions. This processor provides a processing improvement of approximately 60% over previous generations and allows video recording at 30p in full high definition. The HS system also enables quality video to be recorded at up to ISO 3200 or up to ISO 6400 in low light mode.

42x Optical Zoom Lens

With a 35mm equivalent focal length of 24-1,008mm, the 42x optical f/3.4-6.0 zoom lens featured on the SX520 allows you to take wide angle to extreme telephoto shots. This lets you take in an entire scene with the wide angle to the fine details with the extreme telephoto.

Intelligent IS with Eight Modes

Featuring eight different modes, the Intelligent IS will optically stabilize the images in a wide variety of conditions. It will automatically determine what settings are best for the scene you are shooting in order to provide the best form of stabilization. During still image shooting it will switch between Normal IS for a wide range of camera movement, Panning IS, Macro (Hybrid) IS which corrects for shift-type shake, or Tripod mode which turns off the stabilizer since it is not needed. Video recording benefits from Dynamic IS which is useful at wide focal lengths, Power IS which

compensates for movement at telephoto focal lengths, Macro (Hybrid) IS which corrects for movement while walking as well as shift-type shake, and Active Tripod IS which compensates for slight camera shake.

Full HD Video Recording

With the ability to record at a resolution of 1920 x 1080p at 30 fps (29.97 fps), you can have full high definition video for viewing on an HDTV. This camera also features a dedicated movie button and can zoom while shooting.

Zoom Framing Assist

This feature will have the camera automatically zoom in or out to keep a subject in frame and in focus when using extreme telephoto focal lengths.

Hybrid Auto

This mode records a few seconds of video with every still image capture. It then automatically compiles the recordings into a single HD video at the end of the day.

Smart AUTO

Automatically selects the best shooting settings for the camera based on the scene. It can select from 32 predefined settings for still images and from 21 settings for video recording.

Other Features

- Can accept 67mm filters with the use of the FA-DC67A adapter
- Built-in flash with maximum range of 18'
- Mini HDMI connector for viewing images and video on a television
- Full manual, shutter priority, aperture priority, and program shooting modes available
- Built-in flash with wide angle range of 1.6-18' and telephoto range of 4.3-9.8'
- Continuous shooting speed up to 10 fps in high-speed burst mode
- Curved grip designed to reduce strain on your fingers and minimize shake a long focal lengths
- Front dial makes adjusting settings more convenient
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Canon Powershot SX400 IS



The PowerShot SX400 IS is a compact point-and-shoot camera featuring a 16-megapixel 1/2.3" CCD image sensor and a 30x optical zoom f/3.4-5.8 lens equivalent to 24-720mm in 35mm format. The SX400 works with the DIGIC 4+ image processor to provide a responsive camera with quality images. Also, the lens has an Intelligent IS system with eight different modes optimized for different shooting situations.

The SX400 also has a movie mode for capturing high definition video at 1280 x 720p and it has a 3.0" 260k-dot LCD screen for composition and image review. The camera also features the Smart AUTO shooting mode that will automatically select the best settings for the scene based on a variety of different predefined settings. Additionally, the camera has a built-in flash and can shoot continuously at up to 3.2 fps.

16MP CCD Sensor & DIGIC 4+ Processor

The camera combines a 16-megapixel 1/2.3" CCD image sensor with the power of the DIGIC 4+ image processor to create sharp images with excellent color. The 4+ offers processing performance of approximately 60% when compared to the DIGIC 4 processor. This also allows it to utilize a High Speed AF system due to the use of improved algorithms and the ability to process multiple sequences simultaneously.

30x Optical Zoom Lens

With a 35mm equivalent focal length of 24-720mm, the 30x optical zoom f/3.4-5.8 lens featured on the SX400 allows you to take wide angle to extreme telephoto shots. This lets you take in an entire scene with the wide angle lengths or look to the fine details with the extreme telephoto lengths. This can work with the 4x digital zoom to provide a maximum zoom range of 120x.

High Definition Video Recording

Record high definition 1280 x 720 video at 25 frames per second with the SX400 IS. This camera has a dedicated movie button to start and stop recording, making it always ready to shoot video. There is also an electronic wind filter to suppress wind noise that can distort the sound and you can use the full optical zoom range while shooting.

Intelligent IS with Eight Modes

Featuring eight different modes, the Intelligent IS will optically stabilize the images in a wide variety of conditions. It will automatically determine what settings are best for the scene you are shooting in order to provide the best form of stabilization. During still image shooting it will switch between Normal IS for a wide range of camera movement, Panning IS, Macro (Hybrid) IS which corrects for shift-type shake, or Tripod mode which turns off the stabilizer since it is not needed. Video recording benefits from Dynamic IS which is useful at wide focal lengths, Power IS which compensates for movement at telephoto focal lengths, Macro (Hybrid) IS which corrects for

movement while walking as well as shift-type shake, and Active Tripod IS which compensates for slight camera shake.

Smart AUTO

Automatically selects the best shooting settings for the camera based on the scene. It can select from 32 predefined settings for still images and from 21 settings for video recording.

Other Features

- A secure enhanced grip is curved to reduce strain on your fingers and reduce camera shake while working at long zoom lengths.
- Shutter speeds from 1/1600 to 1 second during normal shooting and from 1 to 15 seconds during long exposures.
- Automatic ISO from 100-1600.
- Exposure compensation from -2 to +2 EV in 1/3 steps.
- Flash with a wide range of 1.6-16 feet and a telephoto range of 4.6-9.8 feet.
- Flash recycle time of 10 seconds or less.
- Records images and video to SD, SDHC, or SDXC memory cards.
- Face Detection autofocus, auto exposure, flash exposure, and white balance.
- Battery life of about 190 shots or 260 shots in ECO mode.