



**Sales Start date:** March 2012  
**Target Market:** Personal / Home

## Key Features:

- 20x optical zoom, 25mm wide-angle lens, in a compact body. 39x with ZoomPlus
- HS System with 12.1 Megapixel CMOS and DIGIC 5 for stunning results even in low light
- Intelligent IS adapts the optical Image Stabilizer to the scene (7 modes) for sharp results
- Large 7.5 cm (3.0") PureColor II G LCD (460k) for great visibility and strength
- Full HD movies (1080p) with stereo sound, optical zoom and HDMI
- Smart Auto (58 scenes) for the ultimate in point and shoot
- Face ID can recognise and prioritise your favourite people
- Manual, Av and Tv modes for full creative control
- High-speed Burst HQ, Super Slow Motion Movie to capture action
- Optional 40m Waterproof Case

## Zoom in on every moment

Ideal for every family occasion, the PowerShot SX240 HS boasts an impressive 20x zoom lens and advanced Full HD movies in a compact body. HS System with DIGIC 5 and Intelligent IS give superb results.

The PowerShot SX240 HS is part of the Canon PowerShot digital still camera range consisting of the below products:

PowerShot G1 X, PowerShot G12, PowerShot S100, PowerShot SX40 HS, PowerShot SX260 HS, **PowerShot SX240 HS**, PowerShot SX230 HS, PowerShot SX220 HS, PowerShot SX150 IS, PowerShot D20, PowerShot D10, PowerShot A4000 IS, PowerShot A3400 IS, PowerShot A2400 IS, PowerShot A2300, PowerShot A1300, PowerShot A810

Product Name	Mercury Code	EAN Code	Recommended Retail Price
PowerShot SX240 HS (Black)	<Please fill in >	<Please fill in >	<Please fill in your local RRP>
PowerShot SX240 HS (Silver)	<Please fill in >	<Please fill in >	<Please fill in your local RRP>
PowerShot SX240 HS (Red)	<Please fill in >	<Please fill in >	<Please fill in your local RRP>

**What's in the box:** Digital Camera PowerShot SX240 HS, Wrist Strap WS-DC11, Battery Pack NB-6L, Battery Charger CB-2LYE, AC Power Cable, Interface Cable IFC-400PCU, User Manual Kit.

Accessories	Mercury Code	EAN Code	Recommended retail price
Battery Pack NB-6L	2607B001AA	4960999571645	<Please fill in your local RRP>
AC Adapter Kit ACK-DC40	2610B003AA	8714574525921	<Please fill in your local RRP>
HDMI cable HTC-100	2384B001AA	4960999530383	<Please fill in your local RRP>
European Soft Case DCC-1500	0032X600	8714574549088	<Please fill in your local RRP>
Waterproof Case WP-DC46	6250B001AA	4960999846194	<Please fill in your local RRP>
High-Power Flash HF-DC2	5189B001AA	4960999782232	<Please fill in your local RRP>

# PowerShot SX240 HS

## Technical Specifications

<b>IMAGE SENSOR</b> Type Effective Pixels Colour Filter Type	1/2.3 type back-illuminated CMOS Approx. 12.1M Primary Colour
<b>IMAGE PROCESSOR</b> Type	DIGIC 5 with iSAPS technology
<b>LENS</b> Focal Length Zoom  Maximum f/number Construction Image Stabilisation	4.5 – 90.0 mm (35 mm equivalent: 25 – 500 mm) Optical 20x ZoomPlus 39x Digital Approx. 4.0x (with Digital Tele-Converter Approx. 1.5x or 2.0x and Safety Zoom <sup>[1]</sup> ). Combined Approx. 80x f/3.5 – f/6.8 12 elements in 10 groups (1 UA lens, 2 double-sided aspherical lens) Yes (lens shift-type), 4-stop, Intelligent IS
<b>FOCUSING</b> Type AF System/ Points AF Modes AF Point Selection AF Lock AF Assist Beam Manual Focus Closest Focusing Distance	TTL Face Detection, 1-point AF (fixed to centre) Single, Continuous, Servo AF/AE <sup>[10]</sup> , Tracking AF Size (Normal, Small) On/Off Selectable Yes Yes 5 cm (W) from front of lens in macro
<b>EXPOSURE CONTROL</b> Metering modes  AE Lock Exposure Compensation  ISO sensitivity <sup>[3]</sup>	Evaluative (linked to Face Detection AF frame), Centre-weighted average, Spot (Centre) On/Off Selectable +/- 2 EV in 1/3 stop increments. i-Contrast for automatic dynamic range correction AUTO, 100, 200, 400, 800, 1600, 3200
<b>SHUTTER</b> Speed  Type Settings	1 – 1/3200 sec. (factory default) 15 – 1/3200 sec. (total range – varies by shooting mode) TTL Auto (including Face Detection WB), Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Underwater, Custom. Multi-area WB correction available in Smart Auto
<b>LCD MONITOR</b> Monitor Coverage Brightness	7.5 cm (3.0") PureColor II G (TFT). Approx. 461,000 dots Approx. 100% Adjustable to one of five levels. Quick-bright LCD
<b>FLASH</b> Modes Slow Sync Speed Red-Eye Reduction Flash Exposure Compensation  Flash Exposure Lock Manual Power Adjustment Built-in Flash Range External Flash	Auto, Manual Flash On / Off, Slow Synchro Yes. Fastest speed 1/2000 sec. Yes +/- 2 EV in 1/3 stop increments. Face Detection FE, Safety FE, Smart Flash Exposure Yes 3 levels with internal flash 50 cm – 3.5 m (W) / 1.0 m – 2.0 m (T) Canon High Power Flash HF-DC2
<b>SHOOTING</b> Modes  Modes in Movie  Photo Effects  Drive modes Continuous Shooting	Smart Auto (58 scenes detected), Program AE, Shutter priority AE, Aperture priority AE, Manual, Live View Control, Easy, Movie Digest, SCN (Portrait, Smooth Skin, Smart Shutter (Smile, Wink Self-Timer, FaceSelf-Timer), High-speed Burst HQ, Handheld Night Scene, Low Light (3.0MP), Underwater, Snow, Fireworks, Stitch Assist), Creative Filter (Fish-eye Effect, Miniature Effect, Toy Camera Effect, Soft Focus, Monochrome, Super Vivid, Poster Effect, Color Accent, Color Swap), Discreet, Movie Smart Auto (21 scenes detected), Program AE, Portrait, Miniature Effect, Monochrome, Super Vivid, Poster Effect, Color Accent, Color Swap, Live View Control, Underwater, Snow, Fireworks, iFrame Movie, Super Slow Motion Movie My Colors (My Colors Off, Vivid, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Vivid Blue, Vivid Green, Vivid Red, Custom Color) Single, Auto drive, Continuous, Continuous with AF, Self-Timer Approx. 2.4 shots/sec., AF: Approx. 0.8 shots/sec., LV: Approx. 0.9 shots/sec., High-speed Burst HQ: Approx. 10.3 shots/sec., up to 10 shots <sup>[6][7]</sup>

<b>RECORDING PIXELS / COMPRESSION</b> Image Size  Compression Movies  Movie Length	4:3 - (L) 4000 x 3000, (M1) 2816 x 2112, (M2) 1600 x 1200, (S) 640 x 480 16:9 - (L) 4000 x 2248, (M1) 2816 x 1584, (M2) 1920 x 1080, (S) 640 x 360 3:2 - (L) 4000 x 2664, (M1) 2816 x 1880, (M2) 1600 x 1064, (S) 640 x 424 1:1 - (L) 2992 x 2992, (M1) 2112 x 2112, (M2) 1200 x 1200, (S) 480 x 480 Resize in playback (M2, S, XS) *XS is half the length and width of S Superfine, Fine (Full HD) 1920 x 1080, 24 fps, (HD) 1280 x 720, 30 fps, (L) 640 x 480, 30 fps Super Slow Motion Movie (L) 640 x 480, 120fps, (M) 320 x 240, 240fps Miniature Effect (HD, L) 6fps, 3fps, 1.5 fps iFrame Movie (HD) (Full HD & HD) Up to 4 GB or 29 min. 59 sec. <sup>[11]</sup> (L) Up to 4 GB or 1 hour <sup>[7]</sup> (Super Slow Motion Movie) 30 sec.
<b>FILE TYPES</b> Still Image Type  Movies	JPEG compression, (Exif 2.3 [Exif Print] compliant) / Design rule for Camera File system, Digital Print Order Format [DPOF] Version 1.1 compliant MOV [H.264 + Linear PCM (stereo)] iFrame
<b>DIRECT PRINT</b> Canon Printers  PictBridge	Canon SELPHY Compact Photo Printers and Canon Inkjet Printers supporting PictBridge (ID Photo Print, Fixed Size Print and Movie Print supported on SELPHY CP & ES printers only) Yes
<b>OTHER FEATURES</b> Red-Eye Correction My Camera / My Menu My Category Intelligent Orientation Sensor Histogram Playback zoom Self Timer Menu Languages	Yes, during shooting and playback Start-up image and camera sounds customisation Image tagging feature Yes Yes Approx. 2x – 10x Approx. 2 or 10 sec. or Custom English, German, French, Dutch, Danish, Finnish, Italian, Norwegian, Swedish, Spanish, Simplified Chinese, Chinese (traditional), Japanese, Russian, Portuguese, Korean, Greek, Polish, Czech, Hungarian, Turkish, Thai, Arabic, Ukrainian, Romanian, Farsi, Malaysian, Indonesian, Vietnamese
<b>INTERFACE</b> Computer Other	Hi-Speed USB (MTP, PTP) dedicated connector (Mini-B compatible) HDMI Mini Connector (HDMI-CEC compatible), A/V output (PAL/NTSC)
<b>MEMORY CARD</b> Type	SD, SDHC, SDXC
<b>SUPPORTED OPERATING SYSTEM</b> PC & Macintosh	Windows 7 SP1 / Vista SP2 / XP SP3 Mac OS X v10.6 – 10.7
<b>SOFTWARE</b> Browsing & Printing Other	ImageBrowser EX PhotoStitch
<b>POWER SOURCE</b> Batteries Battery life  A/C Power Supply	Rechargeable Li-ion Battery NB-6L (battery and charger supplied) Approx. 230 shots <sup>[8]</sup> Approx. 300 min. playback Optional, AC Adapter Kit ACK-DC40
<b>ACCESSORIES</b> Cases / Straps Waterproof / Weatherproof Case  Flash Power Supply & Battery Chargers Other	Soft Case DCC-1500 Waterproof Case (40m) WP-DC46 Waterproof Case Weight WW-DC1 High Power Flash HF-DC2 AC Adapter Kit ACK-DC40, Battery Charger CB-2LYE Canon HDMI Cable HTC-100
<b>PHYSICAL SPECIFICATIONS</b> Operating Environment Dimensions (WxHxD) Weight	0 – 40 °C, 10 – 90% humidity 106.3 x 61.0 x 32.7 mm Approx. 224 g (including battery/batteries and memory card)

All data is based on Canon standard testing methods (according to CIPA Standards) except where indicated. Subject to change without notice.

[1] Depending on the image size selected.

[3] Standard Output Sensitivity / Recommended Exposure Index. According to ISO 12232:2006 (20th April 2006) which specifies the method for assigning and reporting ISO speed ratings for digital still cameras.

[6] Under conditions where the flash does not fire.

[7] Depending on memory card speed / capacity / compression setting.

[8] Using the batteries and memory card format supplied with the camera (where included), except where indicated.

[10] Some settings limit availability.

[11] The following Speed Class memory cards are required for maximum record time: (HD) 1280 x 720 Speed Class 4 or above. (Full HD) 1920 x 1080 Speed Class 6 or above. (iFrame) 1280 x 720 Speed Class 6 or above.

## Logistics information

Pack Description	Quantity	Dimensions (L x W x H in mm)	Weight (Net/Gross in kg)
Each	1	159 x 138 x 73	0.396/0.488
Carton	15	447 x 386 x 208	7.32/8.26
Euro Pallet	300	1200 x 800 x 1190	-/171