

# PowerShot SX280 HS

Connect with the complete travel compact

The compact PowerShot SX280 HS packs all you need to capture and share your travels: 20x optical zoom, smooth Full HD 60fps movies, GPS tagging and Wi-Fi. HS System ensures superb results in low light.



PowerShot SX280 HS



you can

- Compact 20x optical zoom, 25mm wide-angle lens. ZoomPlus approx. doubles zoom power
- HS System: 12.1 Megapixel CMOS, DIGIC 6 for stunning results even in low light
- Intelligent IS for sharp shots; Enhanced Dynamic IS powerfully compensates for movement in movies
- Wi-Fi for fast sharing\*
- Full HD (1080p) at 60fps for smoother movies in stereo with optical zoom
- Large 7.5 cm (3.0") PureColor II G LCD (460k)
- GPS with A-GPS for faster location tagging
- Hybrid Auto creates a movie summary; Smart Auto (58 scenes) for ultimate ease
- Manual, Av and Tv modes for full creative control
- High-speed shooting to capture action
- Optional 40m Waterproof Case

\*Wi-Fi support varies by device and region. For more information, visit [www.canon-europe.com/wirelesscompacts](http://www.canon-europe.com/wirelesscompacts)

## Product Range



PowerShot G1 X



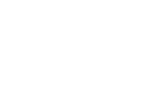
PowerShot G15



PowerShot S110



PowerShot SX50 HS



PowerShot SX270 HS



PowerShot SX240 HS



PowerShot SX160 IS

PowerShot SX500 IS  
**PowerShot SX280 HS**  
 PowerShot SX270 HS  
 PowerShot SX260 HS  
 PowerShot SX240 HS  
 PowerShot SX160 IS

PowerShot D20

PowerShot N

IXUS 510 HS  
 IXUS 500 HS  
 IXUS 255 HS  
 IXUS 140  
 IXUS 135  
 IXUS 132

PowerShot A4000 IS  
 PowerShot A3500 IS  
 PowerShot A2600  
 PowerShot A2500  
 PowerShot A1400

Canon

25mm  
WIDE  
20x

40x  
ZoomPlus

12.1 MEGA  
PIXELS  
HIGH-SENSITIVITY  
CMOS

HS  
SYSTEM

DiGiC  
6

INTELLIGENT  
IS

FULL HD  
60p  
Recording

WiFi  
CERTIFIED

## General Specifications

|                                |  |
|--------------------------------|--|
| <b>IMAGE SENSOR</b>            |  |
| Type                           | 1/2.3 type back-illuminated CMOS   |
| Effective Pixels               | Approx. 12.1M  |
| Colour Filter Type             | Primary Colour   |
| <b>IMAGE PROCESSOR</b>         |  |
| Type                           | DIGIC 6  |
| <b>LENS</b>                    |  |
| Focal Length                   | 4.5 – 90.0mm (35mm equivalent: 25 – 500mm)   |
| Zoom                           | Optical 20x<br>ZoomPlus 40x<br>Digital Approx. 4.0x (with Digital Tele-Converter Approx. 1.5x or 2.0x and Safety Zoom <sup>(1)</sup> ). Combined Approx. 80x |
| Maximum f/number               | f/3.5 – f/6.8  |
| Construction                   | 12 elements in 10 groups (1 UD lens, 2 double-sided aspherical lens)   |
| Image Stabilisation            | Yes (lens shift-type), 4-stop (Canon standard). Intelligent IS   |
| <b>FOCUSING</b>                |  |
| Type                           | TTL  |
| AF System/ Points              | Face Detection, 1-point AF (fixed to centre)   |
| AF Modes                       | Single, Continuous, Servo AF/AE <sup>(6)</sup> , Tracking AF, Underwater Macro, Quick  |
| AF Point Selection             | Size (Normal, Small)   |
| AF Lock                        | On/Off Selectable  |
| AF Assist Beam                 | Yes  |
| Manual Focus                   | Yes  |
| Closest Focusing Distance      | 5cm (W) from front of lens in macro  |
| <b>EXPOSURE CONTROL</b>        |  |
| Metering modes                 | Evaluative (linked to Face Detection AF frame), Centre-weighted average, Spot (Centre)   |
| AE Lock                        | On/Off Selectable  |
| Exposure Compensation          | +/- 2 EV in 1/3 stop increments.<br>Enhanced i-Contrast for automatic dynamic range correction   |
| ISO sensitivity <sup>(2)</sup> | AUTO, 80, 100, 200, 400, 800, 1600, 3200, 6400   |
| <b>SHUTTER</b>                 |  |
| Speed                          | 1 – 1/3200 sec. (factory default)<br>15 – 1/3200 sec. (total range – varies by shooting mode)  |
| <b>WHITE BALANCE</b>           |  |
| Type                           | TTL  |
| Settings                       | Auto (including Face Detection WB), Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Underwater, Custom. White Balance Compensation (Underwater mode) |
| <b>LCD MONITOR</b>             |  |
| Monitor                        | 7.5cm (3.0") PureColor II G (TFT). Approx. 461,000 dots  |
| Coverage                       | Approx. 100%   |
| Brightness                     | Adjustable to one of five levels. Quick-bright LCD   |

|                                       |   |
|---------------------------------------|---|
| <b>FLASH</b>                          |   |
| Modes                                 | Auto, Manual Flash On/Off, Slow Synchro   |
| Slow Sync Speed                       | Yes. Fastest speed 1/2000 sec.  |
| Red-Eye Reduction                     | Yes   |
| Flash Exposure Compensation           | +/- 2 EV in 1/3 stop increments. Face Detection FE, Safety FE, Smart Flash Exposure   |
| Flash Exposure Lock                   | Yes   |
| Manual Power Adjustment               | 3 levels with internal flash  |
| Built-in Flash Range                  | 50cm–3.5m (W) / 1.0m–2.0m (T)   |
| External Flash                        | Canon High Power Flash HF-DC2   |
| <b>SHOOTING</b>                       |   |
| Modes                                 | Smart Auto (58 scenes detected), Hybrid Auto, Program AE, Shutter priority AE, Aperture priority AE, Manual, Live View Control, Sports, SCN (Portrait, Smart Shutter (Smile, Wink Self-Timer, Face Self-Timer), High-speed Burst HQ, Handheld Night Scene, Underwater, Snow, Fireworks), Creative Filters (Fish-eye Effect, Miniature Effect, Toy Camera Effect, Monochrome, Soft Focus, Super Vivid, Poster Effect), Discreet, Movie |
| Modes in Movie                        | Smart Auto (21 scenes detected), P, Portrait, Miniature Effect, Monochrome, Super Vivid, Poster Effect, Underwater, Snow, Fireworks, Super Slow Motion Movie  |
| Photo Effects                         | 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)   |
| Drive modes                           | Single, Auto Drive, Continuous, Continuous with AF, Self-Timer  |
| Continuous Shooting                   | Approx. 3.8 shots/sec., AF: Approx. 5.1 shots/sec., up to 7 shots, LV: Approx. 1.0 shots/sec., High-speed Burst HQ: Approx. 14.0 shots/sec., up to 7 shots <sup>(3)(4)</sup>  |
| <b>RECORDING PIXELS / COMPRESSION</b> |   |
| Image Size                            | 4:3 - (L) 4000 x 3000, (M1) 2816 x 2112, (M2) 1600 x 1200, (S) 640 x 480<br>16:9 - (L) 4000 x 2248, (M1) 2816 x 1584, (M2) 1920 x 1080, (S) 640 x 360<br>3:2 - (L) 4000 x 2664, (M1) 2816 x 1880, (M2) 1600 x 1064, (S) 640 x 424<br>1:1 - (L) 2992 x 2992, (M1) 2112 x 2112, (M2) 1200 x 1200, (S) 480 x 480<br>Resize in playback (M2, S)   |
| Compression                           | Superfine, Fine   |
| Movies                                | (Full HD) 1920 x 1080, 60 fps, 30fps, (HD) 1280 x 720, 30 fps, (L) 640 x 480, 30 fps<br>Super Slow Motion Movie (L) 640 x 480, 120fps, (M) 320 x 240, 240fps<br>Miniature Effect (HD, L) 6fps, 3fps, 1.5 fps<br>Movie Digest (HD) 30fps   |
| Movie Length                          | (Full HD & HD) Up to 4 GB or 29 min. 59 sec. <sup>(7)</sup><br>(L) Up to 4 GB or 1 hour <sup>(4)</sup><br>(Super Slow Motion Movie) 30 sec.   |
| <b>FILE TYPES</b>                     |   |
| Still Image Type                      | JPEG compression, (Exif 2.3 [Exif Print] compliant) / Design rule for Camera File system, Digital Print Order Format [DPOF] Version 1.1 compliant   |
| Movies                                | MP4 [Video: MPEG4-AVC (H.264), Audio: MPEG2 AAC-LC (stereo)]  |
| GPS Log                               | LOG [NMEA 0183 message format compliant <sup>(8)</sup>  |
| <b>DIRECT PRINT</b>                   |   |
| Canon Printers                        | 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)  |
| PictBridge                            | Yes (via USB or Wireless LAN)   |

# PowerShot SX280 HS

## General Specifications

|                                   |   |
|-----------------------------------|---|
| <b>OTHER FEATURES</b>             |   |
| GPS                               | Yes [9]. A-GPS (Assisted GPS) supported. GPS tagging, GPS Logger, automatic time update   |
| Red-Eye Correction                | Yes, during shooting and playback   |
| Intelligent Orientation Sensor    | Yes   |
| Histogram                         | Yes   |
| Playback zoom                     | Approx. 2x - 10x  |
| Self Timer                        | Approx. 2 or 10 sec. or Custom  |
| Menu Languages                    | English, German, French, Dutch, Danish, Finnish, Italian, Greek, Norwegian, Portuguese, Russian, Swedish, Spanish, Ukrainian, Polish, Czech, Hungarian, Turkish, Simplified Chinese, Chinese (traditional), Japanese, Korean, Thai, Arabic, Romanian, Farsi, Hindi, Malay, Indonesian, Vietnamese |
| <b>INTERFACE</b>                  |   |
| Computer                          | Hi-Speed USB (MTP, PTP) dedicated connector (Mini-B compatible)   |
| Other                             | HDMI Mini Connector (HDMI-CEC compatible), A/V output (PAL/NTSC)  |
| Computer/Other                    | Wi-Fi (IEEE802.11b/g/n), (2.4 GHz only) [10]  |
| <b>MEMORY CARD</b>                |   |
| Type                              | SD, SDHC, SDXC  |
| <b>SUPPORTED OPERATING SYSTEM</b> |   |
| PC & Macintosh                    | Windows 8/7 SP1/Vista SP2/XP SP3<br>Mac OS X v10.6 - 10.8<br>For Wi-Fi connection to a PC:<br>Windows 8/7 SP1<br>Mac OS X v10.6.8/v10.7/v10.8.2 or later  |
| <b>SOFTWARE</b>                   |   |
| Browsing & Printing               | ImageBrowser EX   |
| Other                             | PhotoStitch, Map Utility  |

|                                 |  |
|---------------------------------|--|
| <b>POWER SOURCE</b>             |  |
| Batteries                       | Rechargeable Li-ion Battery NB-6L (battery and charger supplied)   |
| Battery life                    | Approx. 210 shots [5] (Measured with GPS features off)<br>Eco mode: 260 shots [5]<br>Approx. 210 min. playback<br>More than 48 hours using only GPS Logger |
| A/C Power Supply                | Optional, AC Adapter Kit ACK-DC40  |
| <b>ACCESSORIES</b>              |  |
| Cases / Straps                  | Soft Case DCC-1500<br>Soft Case DCC-1550   |
| Waterproof / Weatherproof Case  | Waterproof Case (40m) WP-DC49<br>Waterproof Case Weight WW-DC1   |
| Flash                           | High Power Flash HF-DC2  |
| Power Supply & Battery Chargers | AC Adapter Kit ACK-DC40, Battery Charger CB-2LYE   |
| Other                           | Canon HDMI Cable HTC-100   |
| <b>PHYSICAL SPECIFICATIONS</b>  |  |
| Operating Environment           | 0-40°C, 10-90% humidity  |
| Dimensions (WxHxD)              | 106.4 x 62.8 x 32.6mm  |
| Weight                          | Approx. 233g (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. [2] 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. [3] Under conditions where the flash does not fire. [4] Depending on memory card speed/capacity/compression setting. [5] Using the batteries and memory card format supplied with the camera (where included), except where indicated. [6] Some settings limit availability. [7] 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. [8] Complies with the NMEA (National Marine Electronics Association of the U.S.) 0183. [9] GPS use may be restricted in certain countries or regions. Use of GPS should comply with the laws and regulations of the country and area in which it is being operated including any restriction on the use of electronics. [10] Wi-Fi use may be restricted in certain countries or regions. Wi-Fi support varies by device and region. For more information visit [www.canon-europe.com/wirelesscompacts](http://www.canon-europe.com/wirelesscompacts)

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**Sales start date:** May 2013

**Positioning:** The ideal superzoom for travellers with GPS, smooth Full HD movies and wireless sharing.

| Product                  | Mercury Code | EAN Code      | Recommended Retail Price |
|--------------------------|--------------|---------------|--------------------------|
| PowerShot SX280 HS BLACK | 8224B012     | 8714574598628 | <b>CHF 418.00</b>        |
| PowerShot SX280 HS RED   | 8225B010     | 8714574598567 | <b>CHF 418.00</b>        |

| Accessories                   | Mercury Code | EAN Code      | Recommended Retail Price |
|-------------------------------|--------------|---------------|--------------------------|
| Battery Pack NB-6L            | 2607B001     | 4960999571645 | <b>CHF 68.00</b>         |
| Battery Charger CB-2LYE       | 2609B001     | 4960999571676 | <b>CHF 98.00</b>         |
| AC Adapter Kit ACK-DC40       | 2610B003     | 4960999571706 | <b>CHF 118.00</b>        |
| Soft Case DCC-1500            | 0032X600     | 8714574549088 | <b>CHF 38.00</b>         |
| Soft Case DCC-1550            | 0038X179     | 8714574600116 | <b>CHF 78.00</b>         |
| High Power Flash HF-DC2       | 5189B001     | 4960999782232 | <b>CHF 168.00</b>        |
| Waterproof Case WP-DC49       | 8369B001     | 4960999979656 | <b>CHF 298.00</b>        |
| Waterproof Case Weight WW-DC1 | 9876A001     | 4960999246727 | <b>CHF 48.00</b>         |
| AV Cable AVC-DC400 ST         | 4076B001     | 4960999659275 | <b>CHF 28.00</b>         |
| HDMI Cable HTC-100            | 2384B001     | 4960999530383 | <b>CHF 88.00</b>         |
| Interface Cable IFC-400PCU    | 9370A001     | 4960999209906 | <b>CHF 38.00</b>         |

### Logistics information

| Pack Description | Qty | Dimensions (L x W x H in mm) | Weight (Net/Gross in kg) |
|------------------|-----|------------------------------|--------------------------|
| Each             | 1   | 159 x 138 x 68               | 0.384/0.474              |
| Carton (outer)   | 15  | 447 x 361 x 208              | 7.11/7.98                |
| Euro Pallet      | 300 | 1200 x 800 x 1190            | 166 Gross                |

### Euro Pallet Information

| Layers             |    |
|--------------------|----|
| Layers per Pallet  | 5  |
| Cartons per Layer  | 4  |
| Products per Layer | 60 |

### What's in the box?

- Digital Camera PowerShot SX280 HS
- Wrist Strap WS-DC11
- Battery Pack NB-6L
- Battery Charger CB-2LYE
- AC Cable
- Interface Cable IFC-400PCU
- User Manual Kit