# Canon

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

## Key Features:

- Powerful 12x optical zoom (21x ZoomPlus) 28mm wide-angle lens in a tiny, chic metal body

- HS System: 10.1 MP CMOS and DIGIC 5 for premium image quality even in low light

- Intelligent IS adapts the optical Image Stabilizer to the scene (7 modes) for sharp shots

- Wi-Fi for easy image sharing including via smartphones*

- Wide 8.0 cm (3.2") PureColor II Touch LCD (460k) with Touch Shutter

- Full HD movies (1080p) with stereo sound, optical zoom and HDMI

- Smart Auto (58 scenes) and Multi-area WB for point and shoot ease

- Face ID can recognise and prioritise your favourite people

- High-speed Burst, Super Slow Motion Movie captures action

- Movie Digest (720p)

*Wi-Fi support varies by device and region. For more information visit www.canon-europe.com/wirelesscompacts

### Stylish and well connected

An amazingly chic, tiny 12x optical zoom camera with Wi-Fi for easy sharing, effortless touch screen control and HS System for incredible photos and Full HD movies even in low light.

The IXUS 510 HS is part of the Canon IXUS digital still camera range consisting of the below products:

**IXUS 510 HS**, IXUS 500 HS, IXUS 230 HS, IXUS 240 HS, IXUS 125 HS

| Product Name | Mercury Code | EAN Code | Recommended Retail Price |
|---|---|---|---|
| **IXUS 510 HS (Black)** | 6161B008AA | 8714574580869 | £349 / €399 |
| **IXUS 510 HS (White)** | 6164B007AA | 8714574580906 | £349 / €399 |

**What's in the box:** Digital Camera IXUS 510 HS, Wrist Strap WS-DC10, Battery Pack NB-9L, Battery Charger CB-2LBE, AC Cable, Interface Cable IFC-400PCU, User Manual Kit.

| Accessories | Mercury Code | EAN Code |
|---|---|---|
| Battery Pack NB-9L | 4722B001AA | 4960999676586 |
| AC Adapter Kit ACK-DC70 | 4726B003AA | 4960999676692 |
| HDMI cable HTC-100 | 2384B001AA | 4960999530383 |
| European Soft Case DCC-60 | 1365V352 | 5026173428088 |
| European Soft Case DCC-65 | 1361V694 | 8714574527635 |
| High-Power Flash HF-DC2 | 5189B001AA | 4960999782232 |

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# Technical Specifications

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| **IMAGE SENSOR** | |
| Type | 1/2.3 type back-illuminated CMOS |
| Effective Pixels | Approx. 10.1M (Total Pixels approx. 16.8M) |
| Colour Filter Type 5 | Primary Colour |

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| **IMAGE PROCESSOR** | |
| Type | DIGIC 5 with iSAPS technology |

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| **LENS** | |
| Focal Length | 4.0 – 48.0 mm (35 mm equivalent: 28 – 336 mm) |
| Zoom | Optical 12x |
| | ZoomPlus 21x |
| | Digital Approx. 4x (with Digital Tele-Converter Approx. 1.4x or 2.3x and Safety Zoom [1]). Combined Approx. 48x |
| Maximum f/number | f/3.4 – f/5.6 |
| Construction | 14 elements in 12 groups (1 double sided aspherical lens, 1 single sided aspherical UA lens and 1 single sided aspherical lens) |
| Image Stabilisation | Yes (lens shift-type), Approx. 3.5-stop. Intelligent IS |

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| **FOCUSING** | |
| Type | TTL |
| AF System/ Points | AiAF (Face Detection / 9-point), 1-point AF (fixed frame) or Touch AF with Object and Face Select and Track |
| AF Modes | Single, Continuous, Servo AF/AE [10], Touch AF |
| AF Point Selection | Size (Normal, Small) |
| AF Lock | On/Off Selectable |
| AF Assist Beam | Yes |
| Closest Focusing Distance | 1 cm (W) from front of lens in macro |

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| **EXPOSURE CONTROL** | |
| Metering modes | Evaluative (linked to Face Detection AF frame), Centre-weighted average, Spot (centre or Touch AF frame) |
| AE Lock | On/Off Selectable |
| Exposure Compensation | +/- 2 EV in 1/3 stop increments |
| | Enhanced i-Contrast for automatic dynamic range correction |
| ISO sensitivity [3] | AUTO, 100, 200, 400, 800, 1600, 3200 |

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| **SHUTTER** | |
| Speed | 1 – 1/4000 sec. (factory default) |
| | 15 – 1/4000 sec. (total range -varies by shooting mode) |

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| **WHITE BALANCE** | |
| Type | TTL |
| Settings | Auto (including Face Detection WB), Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom. Multi-area WB correction available in Smart Auto. |

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| **LCD MONITOR** | |
| Monitor | 8.0 cm (3.2") PureColor II Touch (TFT), 16:9 aspect ratio, Approx. 461,000 dots |
| Coverage | Approx. 100% |
| Brightness | Adjustable to one of five levels. |

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| **FLASH** | |
| Modes | Auto, Manual Flash On / Off, Slow Synchro |
| Slow Sync Speed | Yes. Fastest speed 1/2000 sec. |
| Red-Eye Reduction | Yes |
| Flash Exposure Compensation | Face Detection FE, Smart Flash Exposure |
| Flash Exposure Lock | Yes |
| Built-in Flash Range | 50 cm – 2.5 m (W) / 1.0 m – 1.5 m (T) |
| External Flash | Canon High Power Flash HF-DC1, Canon High Power Flash HF-DC2 |

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| **SHOOTING** | |
| Modes | Smart Auto (58 scenes detected), P, Movie Digest, Portrait, Smooth Skin, Smart Shutter (Smile, Wink Self-Timer, FaceSelf-Timer), High speed Burst (2.5MP), Handheld Night Scene, Low Light (2.5MP),Fish-eye Effect, Miniature Effect, Toy Camera Effect, Soft Focus, Monochrome, Super Vivid, Poster Effect, Color Accent, Color Swap,Snow, Fireworks, Long Shutter |
| Modes in Movie | Smart Auto (21 scenes detected), P, Portrait, Miniature Effect, Monochrome, Super Vivid, Poster Effect, Color Accent, Color Swap,Beach, Foliage, Snow, Fireworks, iFrame Movie, 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, Continuous, Auto Drive, Self-Timer |
| Continuous Shooting | Approx. 2.6 shots/sec., AF: Approx. 0.8 shots/sec., LV: Approx. 0.8 shots/sec. High-speed Burst (2.5MP): Approx. 6.1 shots/sec., (until memory card becomes full) [6][7] |

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| **RECORDING PIXELS / COMPRESSION** | |
| Image Size | 4:3 - (L) 3648 x 2736, (M1) 2816 x 2112, (M2) 1600 x 1200, (S) 640 x 480 |
| | 16:9 - (L) 3648 x 2048, (M1) 2816 x 1584, (M2) 1920 x 1080, (S) 640 x 360 |
| | 3:2 - (L) 3648 x 2423, (M1) 2816 x 1880, (M2) 1600 x 1064, (S) 640 x 424 |
| | 1:1 - (L) 2736 x 2736, (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 |
| Compression | Superfine, Fine |
| Movies | (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) |
| Movie Length | (Full HD & HD) Up to 4 GB or 10 min. 00 sec. [11] |
| | (L) Up to 4 GB or 1 hour [7] |
| | (Movie Digest) Up to 4GB or 29 min. 59 sec. |
| | (Super Slow Motion Movie) 30 sec. |

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| **FILE TYPES** | |
| 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 | MOV [H.264 + Linear PCM (stereo)] |
| | iFrame |

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| **DIRECT PRINT** | |
| 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 |

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| **OTHER FEATURES** | |
| Red-Eye Correction | Yes, during shooting and playback |
| My Camera / My Menu | Start-up image and camera sounds customisation |
| My Category | Image tagging feature |
| Intelligent Orientation Sensor | Yes |
| Histogram | Yes |
| Playback zoom | Approx. 2x – 10x |
| Self Timer | Approx. 2 or 10 sec., Custom |
| Menu Languages | 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, Hindi, Indonesian, Vietnamese |

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| **INTERFACE** | |
| 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 | Wireless LAN (IEEE802.11b/g/n), (2.4 GHz only) [15] |

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| **MEMORY CARD** | |
| Type | microSD, microSDHC, microSDXC |

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| **SUPPORTED OPERATING SYSTEM** | |
| PC & Macintosh | Windows 7 SP1 / Vista SP2 / XP SP3 |
| | Mac OS X v10.6 - 10.7 |
| | For Ad-hoc Wireless LAN connection to a PC: |
| | Windows 7 SP1 only |
| | Mac OS X v10.6.8 or later |

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| **SOFTWARE** | |
| Browsing & Printing | ImageBrowser EX |
| Other | PhotoStitch |

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| **POWER SOURCE** | |
| Batteries | Rechargeable Li-ion Battery NB-9L (battery and charger supplied) |
| Battery life | Approx. 190 shots [8] |
| | Approx. 180 min. playback |
| A/C Power Supply | Optional, AC adapter kit ACK-DC70 |

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| **ACCESSORIES** | |
| Cases / Straps | Soft Leather Case DCC-65, IXUS Metal or Leather Strap |
| Flash | Canon High Power Flash HF-DC1, Canon High Power Flash HF-DC2 |
| Power Supply & Battery Chargers | AC Adapter kit ACK-DC70, Battery Charger CB-2LBE |
| Other | Canon HDMI Cable HTC-100 |

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| **PHYSICAL SPECIFICATIONS** | |
| Operating Environment | 0 – 40 °C, 10 – 90% humidity |
| Dimensions (WxHxD) | 85.8 x 53.5 x 19.8 mm |
| Weight | Approx. 163 g (including battery/batteries and memory card) |

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.
[15] 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

**Canon**

## Logistics information

| Pack Description | Quantity | Dimensions (L x W x H in mm) | Weight (Net/Gross in kg) |
|---|---|---|---|
| **Each** | 1 | 159 x 138 x 61 | 0.333/0.422 |
| **Carton** | 15 | 447 x 326 x 202 | 6.33/7.12 |
| **Euro Pallet** | 375 | 1200 x 800 x 1160 | -/181 |