

PowerShot SX50 HS

Ultra advanced
50x zoom

A powerful 50x ultra zoom for extreme telephoto shots. Intelligent IS counteracts shake and Zoom Framing Assist helps keep subjects in the frame. A premium lens, manual modes and RAW give expert results.



PowerShot SX50 HS

you can



- 50x ultra wide-angle (24-1200mm) optical zoom lens; Silent, fast focus and zoom. 100x with ZoomPlus
- Intelligent IS adapts the 4.5-stop optical Image Stabilizer to the scene
- 12.1 MP HS System with DIGIC 5 processor for great results even in low-light
- Full HD movies (1080p) with optical zoom, stereo sound and HDMI-CEC
- 7.1 cm (2.8") vari-angle PureColor II VA LCD, plus EVF
- Take control: Manual modes and RAW file support
- Enhanced Zoom Framing Assist helps seek and lock on to subjects at high zoom
- Smart Auto with Multi-area WB optimises settings for 58 scenes
- Capture action with High-speed Burst HQ
- Accessories include Canon Speedlites, Lens Filter Adapter

Product Positioning



POWERSHOT G15



POWERSHOT S110



POWERSHOT SX50 HS



POWERSHOT SX500 IS

The Canon logo, consisting of the word 'Canon' in its signature red font.

Technical Specifications

IMAGE SENSOR Type Effective Pixels Colour Filter Type	1/2.3 type back-illuminated CMOS Approx. 12.1M Primary Colour
IMAGE PROCESSOR Type	DIGIC 5 with iAPDS technology
LENS Focal Length Zoom Maximum f/number Construction Image Stabilisation Ultrasonic Motor (USM)	4.3 - 215.0 mm (35 mm equivalent: 24 - 1200 mm) Optical 50x. ZoomPlus 100x Digital Approx. 4x (with Digital Tele-Converter Approx. 1.5x or 2.0x and Safety Zoom [1]). Combined Approx. 200x f/3.4-f/6.5 13 elements in 10 groups (3 UD lenses and 1 double-sided aspherical lens) Yes (lens shift-type), 4.5-stop. Intelligent IS Yes, zoom
FOCUSING Type AF System/Points AF Modes AF Point Selection AF Lock AF Assist Beam Manual Focus Focus Bracketing Closest Focusing Distance	TTL Face Detection, 1-point AF (Any position is available, fixed to centre or Face Select and Track) Single, Continuous, Servo AF/AE[10], Tracking AF Manual selection using FlexiZone AF/AE, Size (Normal, Small) On/Off Selectable Yes Yes Yes Yes 0 cm (W) from front of lens in Macro
EXPOSURE CONTROL Metering modes AE Lock Exposure Compensation AEB ISO sensitivity [3]	Evaluative (linked to Face Detection AF frame), Centre-weighted average, Spot (centre or linked to Face Detection AF or FlexiZone AF frame) Yes +/- 3 EV in 1/3 stop increments Enhanced i-Contrast for automatic dynamic range correction 1/3 - 2 EV in 1/3 stop increments AUTO, 80, 100, 125, 160, 200, 250, 320, 400, 500, 640, 800, 1000, 1250, 1600, 2000, 2500, 3200, 4000, 5000, 6400
SHUTTER Speed	1 - 1/2000 sec. (factory default) 15 - 1/2000 sec. (total range - varies by shooting mode)
WHITE BALANCE Type Settings	TTL Auto (including Face Detection WB), Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Flash, Custom 1, Custom 2, Multi-area WB correction available in Smart Auto. White Balance Compensation.
VIEWFINDER Viewfinder Viewfinder / Coverage Dioptre Correction	EVF (0.20 type), 4:3 aspect ratio, Approx. 202,000 dots Approx. 100% Yes
LCD MONITOR Monitor Coverage Brightness	Vari-angle 7.1 cm (2.8") PureColor II VA (TFT), Approx. 461,000 dots Approx. 100% Adjustable to one of five levels. Quick-bright LCD
FLASH Modes Slow Sync Speed Red-Eye Reduction Flash Exposure Compensation Flash Exposure Lock Manual Power Adjustment Second Curtain Synchronisation 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 (up to 19 levels with external EX Speedlites 270EX II and 430EX II. 22 levels with 580EX II, 600EX and 600EX-RT [4]) Yes 50 cm - 5.5 m (W) / 1.4 m - 3.0 m (T) E-TTL with EX series Speedlites [4]
SHOOTING Modes	Smart Auto (58 scenes detected), Program AE, Shutter priority AE, Aperture priority AE, Manual, Custom 1, Custom 2, SCN (Portrait, Smooth Skin, Smart Shutter (Smile, Wink Self-Timer, FaceSelf-Timer), High-speed Burst HQ, Handheld Night Scene, Snow, Fireworks, Stitch Assist), Creative Filters (High Dynamic Range, Fish-eye Effect, Miniature Effect, Toy Camera Effect, Soft Focus, Monochrome, Super Vivid, Poster Effect, Color Accent, Color Swap), Movie Digest, Movie

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. [4] Not all functions of the flash are supported. [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.

For further information visit www.canon-europe.com

Modes in Movie	Smart Auto (21 scenes detected), Standard, Program AE, Portrait, Miniature Effect, Monochrome, Super Vivid, Poster Effect, Color Accent, Color Swap, 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 Continuous Shooting	Single, Continuous, Continuous with AF, Self-Timer Approx. 2.2 shots/sec., AF: Approx. 0.8 shots/sec., LV: Approx. 0.9 shots/sec., High-speed Burst HQ: Approx. 13 shots/sec., up to 10 shots. High-speed Burst HQ with AF: Approx. 4.1 shots/sec., up to 10 shots [6][7]
RECORDING PIXELS / COMPRESSION Image Size	44:3 - (RAW, L) 4000 x 3000, (M1) 2816 x 2112, (M2) 1600 x 1200, (S) 640 x 480 16:9 - (RAW, L) 4000 x 2248, (M1) 2816 x 1584, (M2) 1920 x 1080, (S) 640 x 360 3:2 - (RAW, L) 4000 x 2664, (M1) 2816 x 1880, (M2) 1600 x 1064, (S) 640 x 424 1:1 - (RAW, L) 2992 x 2992, (M1) 2112 x 2112, (M2) 1200 x 1200, (S) 480 x 480 4:5 - (RAW, L) 2400 x 3000, (M1) 1696 x 2112, (M2) 960 x 1200, (S) 384 x 480 Resize in playback (M2, S, XS) *XS is half the length and width of S
Compression Movies	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)
Movie Length	(Full HD & HD) Up to 4 GB or 29 min. 59 sec. [11] (L) Up to 4 GB or 1 hour [7] (Super Slow Motion Movie) 30 sec.
FILE TYPES Still Image Type Movies	JPEG compression (Exif 2.3 [Exif Print] compliant) / Design rule for Camera File system and DPOF ver. 1.1 compliant), RAW, RAW+JPEG MOV [H.264 + Linear PCM (stereo)] iFrame
DIRECT PRINT 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
OTHER FEATURES 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. Menu customisation Image tagging feature Yes Yes, live histogram Approx. 2x - 10x Approx. 2 or 10 sec., Custom 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
INTERFACE Computer Other	Hi-Speed USB (MTP, PTP) dedicated connector (Mini-B compatible) HDMI Mini Connector (HDMI-CEC compatible) A/V output (PAL/NTSC)
MEMORY CARD Type	SD, SDHC, SDXC
SUPPORTED OPERATING SYSTEM PC & Macintosh	Windows 7 SP1 / Vista SP2 / XP SP3 Mac OS X v10.6 - 10.7
SOFTWARE Browsing & Printing Other Image Manipulation	ImageBrowser EX PhotoStitch Digital Photo Professional for RAW development
POWER SOURCE Batteries Battery life A/C Power Supply	Rechargeable Li-ion Battery NB-10L (battery and charger supplied) Approx. 315 shots [8]. Approx. 420 min. playback Optional, AC Adapter Kit ACK-DC80
ACCESSORIES Cases / Straps Lenses Flash Remote Controller / Switch Power Supply & Battery Chargers Other	Soft Case DCC-850 Filter Adapter FA-DC67A (Compatible with Canon 67mm Filters: Circular Polarizing PL-C B, Protect Filter) Canon Speedlites (including 270EX, 270EX II, 320EX, 430EX II, 580EX II [4], 600EX, 600EX-RT), Speedlite Transmitter ST-E2, Speedlite bracket SB-E2, Off-Camera Shoe Cord OC-E3 Remote Switch RS-60E3 AC Adapter Kit ACK-DC80, Battery Charger CB-2LCE Lens Hood LH-DC60 Canon HDMI Cable HTC-100
PHYSICAL SPECIFICATIONS Operating Environment Dimensions (WxHxD) Weight	0 - 40 °C, 10 - 90% humidity 122.5 x 87.3 x 105.5 mm Approx. 595 g (including battery/batteries and memory card)

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A powerful 50x ultra zoom for extreme telephoto shots. Intelligent IS counteracts shake and Zoom Framing Assist helps keep subjects in the frame. A premium lens, manual modes and RAW give expert results.

Sales start date: Late September 2012

Target market: Serious photographers



Product details

Product name	Mercury Code	EAN Code	Recommended Retail Price
PowerShot SX50 HS	6352B012AA	8714574586489	£449.99 / €579.99

What's in the box?

- Digital Camera PowerShot SX50 HS
- Lens Cap (with strap)
- Neck strap NS-DC11
- Battery Pack NB-10L
- Battery Charger CB-2LCE
- AC Cable
- User Manual Kit

Accessories

Product name	Mercury Code	EAN Code
AC Adapter Kit ACK-DC80	5667B003AA	4960999795935
Battery Pack NB-10L	5668B001AA	4960999796093
Camera Remote Switch RS60-E3	2469A002AA	4960999581354
Compact Power Adapter CA-PS700	7875A003AA	4960999112237
Filter Adapter FA-DC67A	4728B001AA	4960999677187
HDMI cable HTC-100	2384B001AA	4960999530383
Interface cable IFC-400CU	9370A001AA	4960999209906
Lens Hood LH-DC60	4727B001AA	4960999677163
Polarizing Filter, 67mm Circular PL-C B	2189B001AA	4960999455778
Protect Filter, 67mm	2598A001AA	4960999430973

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Accessories

Product name	Mercury Code	EAN Code
Speedlite 270EX II	5247B003AA	4960999783246
Speedlite 320EX	5246B003AA	4960999786032
Speedlite 430EX II	2805B003AA	4960999617947
Speedlite 580EX II	1946B003AA	4960999417165
Speedlite 600EX	573B003AA	496099810195
Speedlite 600X-RT	5296B003AA	4960999786100
Speedlite Bracket SB-E2	1949B001AA	4960999417264
Speedlite Transmitter ST-E2	2478A004AA	4960999581538
Stereo AV cable AVC-DC400ST	4076B001AA	4960999659275

Logistics information

Pack Description	Qty	Dimensions (L x W x H in mm)	Weight (Net/Gross in kg)
Each	1	191 x 147 x 126	0.822 / 1.016
Carton	6	402 x 313 x 230	6.1 / 6.72
Euro Pallet	120	1200 x 800 x 1070	144 Gross

Euro Pallet Information

Layers	
Layers per Pallet	4
Cartons per Layer	5
Products per Layer	30

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