

Canon

PowerShot A20/A10

Canon KNOW HOW™

1-800-OK-CANON
www.usa.canon.com
www.powershot.com

Canon U.S.A., Inc.
One Canon Plaza
Lake Success, NY 11042, U.S.A.

Canon Canada Inc.
6390 Dixie Road, Mississauga,
Ontario L5T 1P7, Canada

Canon Mexicana, S. DE R.L. DE C.V.
Periférico Sur No. 4124, 5º y 6º pisos,
Col. Ex-Rancho de Anzaldo,
01900 México, D.F.

Canon Latin America
6505 Blue Lagoon Dr., Suite 325,
Miami, FL 33126, U.S.A.

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are you digital yet?™

www.powershot.com

This is the PowerShot A20 and PowerShot A10, the digital cameras for those of us who would rather learn to surf or mountain bike or scuba dive than to master the intricacies of digital technology.

Get Digital With It:

The Fun-loving PowerShot A20 & A10



3x Optical Zoom

Either camera fits right into your lifestyle, and right into your pocket. They're compact, light-weight and rugged for go-anywhere fun. Their simple, easy-to-understand controls help you get the best shot under every set of conditions, but they'll never get in your way or confuse you.

Brilliant images, rich with color and detail, reward both the beginner's eye and the more advanced photographer's demands, thanks to the A20's 2.1 megapixel CCD and the A10's 1.3 megapixel CCD. Canon's world-renowned optics are represented in the sharpness and clarity of the 3x optical zoom lens (the A20's 2.5x digital zoom and the A10's 2x digital zoom let you move in even closer). And from focus to flash, the A20's and A10's operations are automatic, so you can concentrate on capturing the moment.



105 mm*



35 mm



*Approximately equivalent in the traditional 35mm film format.



By attaching it to the A20 or the A10, the WC-DC52 wide conversion lens lets you take shots as wide as 24.5mm*.



24.5 mm*

Wide Converter WC-DC52

With the A20 and A10's **Direct Print Mode**, skip your computer altogether and use the **Card Photo Printer CP-10**. You'll have a print to show to your friends in under a minute. Just plug the camera and the printer together with the direct printer cable, follow the instructions on the camera's LCD monitor, and in less than 60 seconds you will have a credit card-size print or 8 mini-labels of your image.



Shoot and Show:

Printing Was Never Easier



Designed specifically to complement the A20 or A10, the CP-10 is as easily portable, and as simple to use as the camera itself. It delivers high-resolution – 300 x 300dpi – borderless credit card-sized prints, using the dye-sublimation printing method for superior color gradation and neutral tints. A protective overcoating keeps your prints from fading due to handling or exposure to sunlight.

The **CD-300** is another way to get great prints of your digital images. Don't bother with complicated connections – just pop the A20's or A10's CompactFlash™ card right in the printer and choose between 4" x 6", 4" x 10" or multi-image print sizes. Dye-sublimation technology ensures vibrant, high-quality prints and protective overcoating means they'll stay that way.



Speed and versatility are what digital photography is really all about. Forget waiting until a roll of film is finished. Forget waiting for the lab to develop film and send it back to you.

Instead of all that waiting, the A20 or A10 lets you share your images as soon as you've captured them. Take a picture of your child or your dog or a lovely vacation spot with it. As soon as you've taken the picture, you can share it with family and friends.

The Digital Difference: Share Your Images

Use your Macintosh or PC computer to display your images on screen, print them on paper, or e-mail them to your friends and family. All of the software to do that is bundled with your A20 or A10, including ZoomBrowser EX 2.6 (ImageBrowser 1.6 for Macintosh users) and PhotoStitch 3.1.

PhotoStitch can assemble dramatic panoramic images from pictures taken with the Canon's exclusive Stitch Assist Mode.

ZoomBrowser (or ImageBrowser) gives you the ability to display, download and save images. It also lets you perform simple cropping and color adjustments and arrange an onscreen slide show. Want to send images via e-mail? ZoomBrowser automatically resizes and compresses the images, and starts your e-mail application.



Hike with it. Mountain bike with it. Lie on a beach with it. Going kayaking? There's a waterproof case for it that will let you take it along on water sports adventures, too. The case is so protective, in fact, that it will enable you to take your A20 or A10 scuba diving with you to depths of 100 feet (30 meters).



Wherever you go, you won't run out of power, because the A20 and A10 run on AA batteries that you can find anywhere in the world. The CompactFlash™ card provides removable digital storage for your pictures.

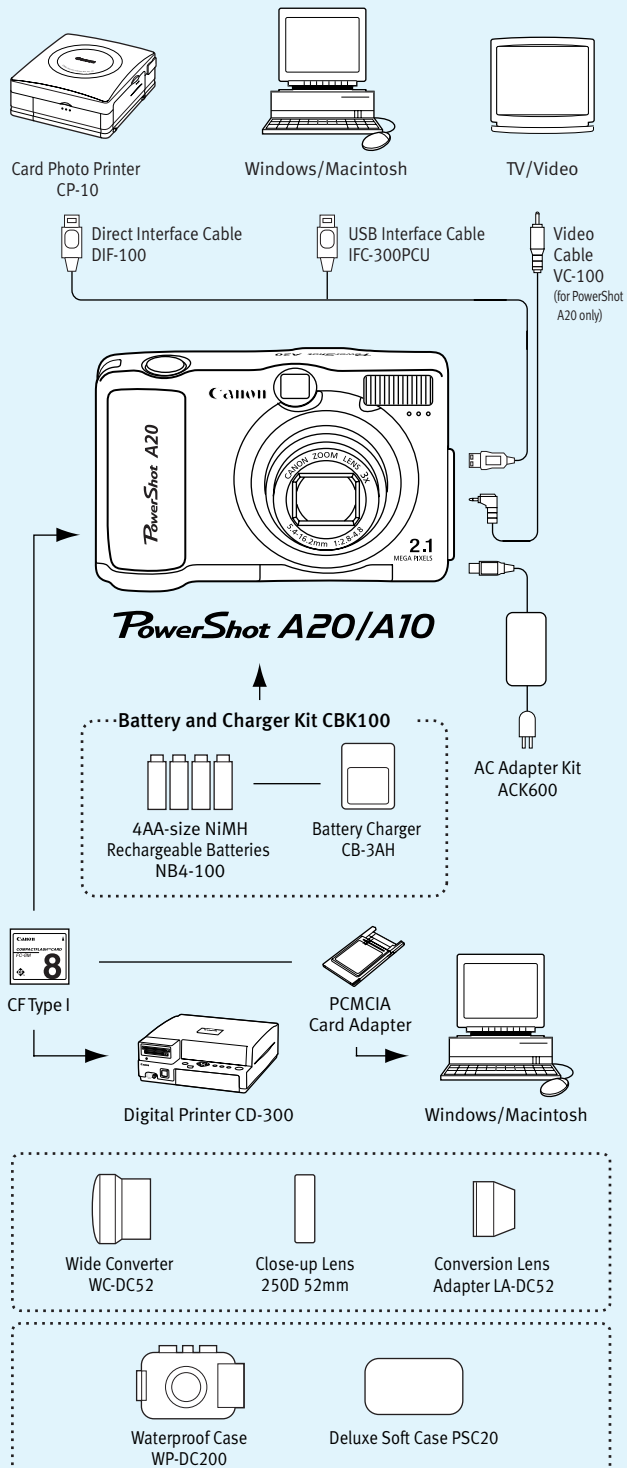
Expandable Capabilities: For All Seasons And All Reasons

For greater photographic variety, both the A20 and A10 will accept the WC-DC52 wide conversion lens which reduces the camera's focal length to 24.5mm for a wide-angle effect. For extreme macro work, the Close-up Lens 250D 52mm can be used. Both lenses require the use of a lens adapter, which will also accommodate 52mm filters for a range of visual effects.

Take your PowerShot A20 or PowerShot A10 with you anywhere, and let it take you deep to the possibilities of digital photography.



System Chart



Supplied Accessories (for PowerShot A20 and A10)

- A. PowerShot A20 or A10 Body
- B. Wrist Strap WS-200
- C. Video Cable VC-100 (for PowerShot A20 Only)
- D. USB Interface Cable IFC-300PCU
- E. Digital Camera Solution CD-ROM
- F. 4 AA-size Alkaline Batteries
- G. CompactFlash Card FC-8M



Optional Accessories (for PowerShot A20 and A10)



Image Storage Capacity

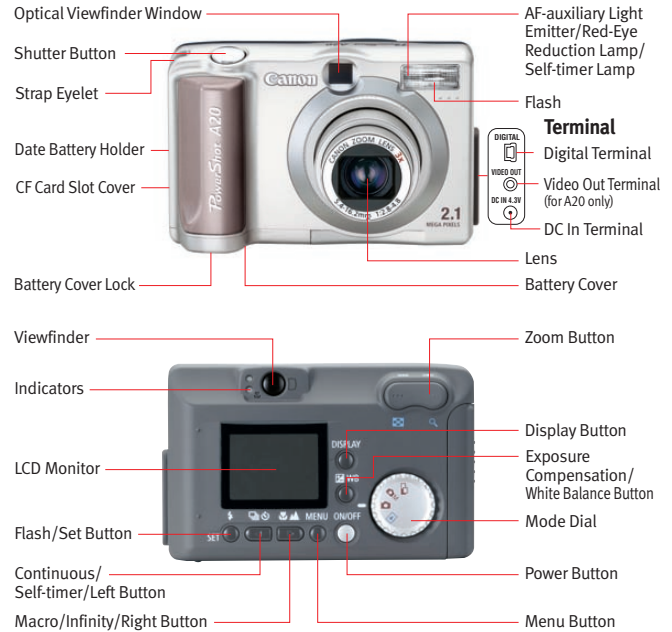
A20	Small/ N	Small/ F	Small/ SF	Middle/ N	Middle/ F	Middle/ SF	Large/ N	Large/ F	Large/ SF
File Size	79KB	141KB	208KB	155KB	294KB	450KB	302KB	611KB	957KB
FC-8M	87	50	35	46	24	16	24	11	7
FC-16M	172	99	70	92	49	32	48	24	15
FC-32M	353	206	143	189	102	67	99	49	31
FC-48M	533	312	217	286	155	102	151	75	48
FC-64M	707	415	288	379	205	135	200	100	64

A10	Small/ N	Small/ F	Small/ SF	Middle/ N	Middle/ F	Middle/ SF	Large/ N	Large/ F	Large/ SF
File Size	79KB	141KB	208KB	155KB	294KB	450KB	228KB	450KB	693KB
FC-8M	87	50	35	46	24	16	32	16	10
FC-16M	172	99	70	92	49	32	64	32	21
FC-32M	353	206	143	189	102	67	131	67	43
FC-48M	533	312	217	286	155	102	198	102	66
FC-64M	707	415	288	379	205	135	263	135	88

Note: N=Normal F=Fine SF=SuperFine

Storage capacity varies depending on the scene or the subjects. This data is estimated from Canon's standard shooting conditions.

Nomenclature (for PowerShot A20 and A10)



* A20 shown here.

Specifications

Type: **A20:** Compact digital still camera with built-in flash and 3x optical zoom lens plus 2.5x digital zoom. **A10:** Compact digital still camera with built-in flash and 3x optical zoom lens plus 2x digital zoom.

Image Capture Device: 1/2.7-inch charge coupled device (CCD).

Resolution: **A20:** 2.11 M pixels (1,636 x 1,236 effective pixels). **A10:** 1.32 M pixels (1,288 x 968 effective pixels).

File Format: JPEG (Choice of Normal, Fine, or SuperFine JPEG Compression).

Resolution Options: **A20:** Large (1,600 x 1,200), Medium (1,024 x 768), Small (640 x 480).

A10: Large (1,280 x 960), Medium (1,024 x 768), Small (640 x 480)

Data Recording Format: DCF*, DPOF (Digital Print Order Format) v. 1.1.

Storage Media: CompactFlash™ (CF) Card Type I.

Focal Length: 5.4-16.2mm, f/2.8-4.8 (35-105mm 35mm equivalent).

Optical Construction: 9 elements in 7 groups (all glass design); one aspherical element.

Closing Focusing Distance: 2.5ft./76cm; Macro: 6.3in./16cm (WIDE), 10.2in./26cm (TELE).

Autofocus: Three-point TTL System with off-center coverage.

Exposure: Program AE; Exposure is locked once focusing is complete.

Dial Modes: Auto, Manual, Stitch Assist, Playback.

Metering: Evaluative Metering linked to focusing point.

Exposure Compensation: +/- 2 stops in 1/3-step increments. (Manual mode only.)

ISO Sensitivity: 100 (gain up to ISO 150 equivalent automatically in low light conditions).

Shutter Speed Range: 1/1500 - 1 sec.

White Balance: TTL Auto White Balance, Pre-set White Balance (Daylight, Cloudy, Tungsten or Fluorescent), Black & White.

Optical Viewfinder: Real-image type, approx. 80% coverage.

LCD Monitor: 1.5 inches diagonal, 117,600 effective pixels (490 x 240).

Flash Range: Normal AF: 2.5ft./76cm ~ 13.8ft./4.2m (WIDE); 2.5ft./76cm ~ 8.2ft./2.5m (TELE).

Macro AF: 10.2in./26cm ~ 2.5ft./76cm (WIDE, TELE).

Flash Modes: Auto, Auto w/Red-Eye Reduction, Flash ON, Flash OFF.

Connectivity: USB; Video Out NTSC/PAL (A20 only); Direct Connection to Canon Card Photo Printer CP-10 (no computer required).

Battery: 4 AA-size Batteries (Alkaline, Rechargeable NiMH, NiCd).

Dimensions: 4.3 x 2.8 x 1.5 in. / 110 x 71 x 38 mm.

Weight (w/o battery and CF card): 8.8 oz. / 250g.

**"DCF" is an abbreviation of "Design rule for Camera File system" standardized by Japan Electronics and Information Technology Industries Association (JEITA).

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