

# ZOOM IN CLOSER TO EVERY JOURNEY

## YOUR COMPANION BEHIND EVERY TRAVEL STORY

Canon PowerShot SX540 HS and SX420 IS make the best travel partners. Whether you're flying high or travelling far, its super zoom capability takes every moment up to 50x closer and more immersive. Along with a great collection of smart features, this Canon PowerShot SX Series is an essential in every travel kit, for every memorable story.

50x optical zoom



SX540 HS

42x optical zoom



SX420 IS

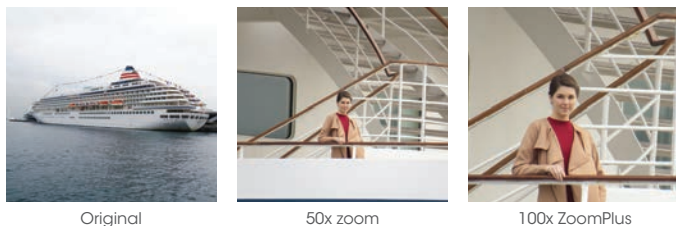


These icons represent features that are available on the PowerShot SX540 HS



## SUPER ZOOM, SUPERIOR QUALITY

Canon PowerShot SX540 HS and SX420 IS bring you closer to moments at up to 50x and 42x optical zoom. With the ZoomPlus feature, you can enjoy double the telephoto effect while maintaining the same immersive image quality in a full zoom.



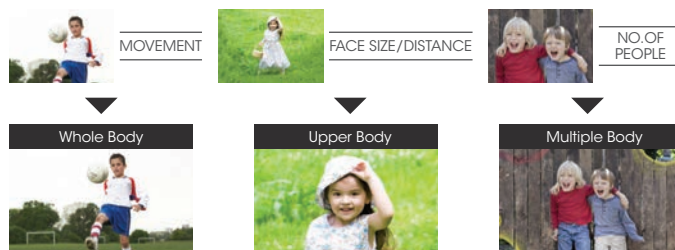
## CAPTURE YOUR TRUE CREATIVITY

The Creative Shot mode brings you 5 unique image variations with your original photo, intuitively produced by your Canon PowerShot SX540 HS using composition and filter effects from a gamut of 46 creative filters. You can also add your personal creative flair by choosing between Retro, Monochrome, Special and Natural presets.



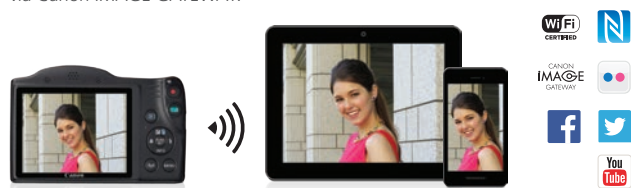
## ADVANCED ZOOM FRAMING ASSIST

Snap moments effortlessly in full zoom quality with your Canon PowerShot SX540 HS. Perfect for capturing moving or distant subjects, the Advanced Zoom Framing Assist Auto Zoom automatically optimises your camera zoom. This allows you to capture your subject in the ideal proportions based on camera movement, number of subjects as well as overall size and distance.



## SNAP INSTANTLY, SHARE EFFORTLESSLY

Connect and share your adventures seamlessly on the go. Simply use the Wi-Fi/NFC function on your Canon PowerShot SX540 HS and SX420 IS to launch the Camera Connect app on your mobile device and start transferring. This wireless capability also lets you upload photos and videos on social media directly from your camera via Canon IMAGE GATEWAY.



SPECIFICATIONS		POWERSHOT SX540 HS	POWERSHOT SX420 IS
<b>IMAGING PROCESSOR</b>		<b>DIGIC 6</b>	<b>DIGIC 4+</b>
<b>IMAGE SENSOR</b>	Type	High-sensitivity CMOS (back illuminated)	CCD
	Camera Effective Pixels	Approx. 20.3 megapixels	Approx. 20 megapixels
<b>LENS</b>	Focal Length (35mm film equivalent)	4.3 - 215.0mm (24 - 1200mm)	4.3 - 180.6mm (24 - 1008mm)
	F Number (widest aperture)	3.4 (W) - 6.5 (T)	3.5 (W) - 6.6 (T)
	Zoom Magnification	50x	42x
	Shooting Range (Auto mode)	0 cm - ∞ (W), 1.3 m - ∞ (T)	0 cm - ∞ (W), 1.4 m - ∞ (T)
<b>IS MODE</b>	Intelligent IS	Yes	Yes
<b>SCREEN (MONITOR)</b>	Screen Size	3.0 type	3.0 type
	Effective Pixels	Approx. 461,000 dots	Approx. 230,000 dots
<b>ISO SPEED (RECOMMENDED EXPOSURE INDEX)</b>	ISO Auto Range (Auto mode)	ISO 80 - ISO 1600	ISO 100 - ISO 800
	Max. ISO Speed (P mode)	ISO 3200	ISO 1600
<b>SHOOTING MODE</b>		M, Av, Tv, P, Live View Control, Hybrid Auto, AUTO, Creative Shot, Sports, SCN <sup>1)</sup> , Movie <sup>2)</sup>	AUTO, P Live View Control, Portrait, Face Self-timer, Low Light, Fish-eye Effect, Miniature Effect, Toy Camera Effect, Monochrome, Super Vivid, Poster Effect, Fireworks
<b>RECORDING MEDIA</b>	SD Memory card, SDHC Memory card, SDXC Memory card	Yes	Yes
	Supports UHS-I	Yes	-
<b>STILL IMAGE MAX. RECORDING PIXELS</b>		Large (4:3): 5184 x 3888	Large(4:3) : 5152 x 3864
<b>MOVIE MAX. RECORDING PIXELS / FRAME RATE</b>		Full HD (1920x1080) at 59.94 fps	HD (1280x720) at 25.00 fps
<b>POWER SUPPLY</b>		NB-6LH	NB-11LH
<b>NUMBER OF SHOTS WITH SCREEN ON (CIPA COMPLIANT)</b>		Approx. 205 shots	Approx. 195 shots
<b>NUMBER OF SHOTS WITH SCREEN ON (ECO MODE)</b>		Approx. 290 shots	Approx. 260 shots
<b>MOVIE RECORDING TIME DURING ACTUAL USE WITH SCREEN ON (CIPA COMPLIANT)</b>		Approx. 45 minutes	Approx. 50 minutes
<b>DIMENSIONS (CIPA COMPLIANT)</b>		120.0 x 81.7 x 91.9mm (4.72 x 3.22 x 3.62in.)	104.4 x 69.1 x 85.1mm (4.11 x 2.72 x 3.35in.)
<b>WEIGHT (CIPA COMPLIANT)</b>	Including Battery Pack, Memory card	Approx. 442g (approx. 15.6oz.)	Approx. 325g (approx. 11.5oz.)
	Camera Body Only	Approx. 418g (approx. 14.7oz.)	Approx. 308g (approx. 10.9oz.)
<b>OTHER FEATURES ETC</b>	Wi-Fi	Yes	Yes
	NFC	Yes	Yes

**LOCALISED MANUAL Available** • Specifications are subject to change without notice. Images are simulated. • Localised manual available for Malaysia, Thailand, Vietnam and Indonesia only.

Insist on an original warranty issued by your local Canon sales office.

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