

A SYMBOL IS A PROMISE.



Canon's high-performance cameras help photographers, from snapshotters to pros, get just the images they want; filled with split-second action and excitement.

Canon

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Canon



**ELPH
490Z**



**A NEW DIMENSION
IN CREATIVITY**

The amazing potential of Advanced Photo System technology comes to dazzling fruition with Canon's ELPH 490Z. The camera that redefines the art, the excitement, the pure pleasure of taking pictures.

**With its incredibly compact
4x zoom lens and
cutting edge features,
everything about this camera
seems revolutionary.**

ELPH 490Z is all about unforgettable first impressions...from the ultra-compact sculptured aluminum body to the dramatic swing-open cover that conceals a 22.5-90mm 4x power zoom lens, truly revolutionary for a camera this size! They're all extraordinary preludes to the creative heart of this camera: Advanced Photo System engineering. Go ahead, put it to the test! Experience the ease of leaderless film cassettes that always load correctly. Discover the fun of switching from panorama to wide-angle to traditional size prints whenever you please. Enjoy the convenience of miniature-image contact sheets that replace cumbersome negative strips. And get ready for the compliments... thanks to magnetic information strips on the film that assure "custom" processing results every time.

Your leap toward the next millenia continues. With brilliant 5-point Hybrid Autofocusing. A carefree Best Shot dial with six programmed settings. Automatic Parallax Compensation. And available Infrared Remote Control.

Canon's ELPH 490Z.
It's everything photography
never was before.



When it comes to performance and creative versatility, ELPH 490Z is nothing less than a giant. Its incredible 22.5-90mm f/5.6-8.9 4x lens is a marvel of miniaturized design, instantly zooming from wide-angle impact to telephoto close-ups that capture every detail and expression.

We always think big. Especially when we're thinking small.

To assure the most vivid images, Canon engineers have incorporated a unique system called Hybrid Autofocusing. A 5-point distance measurement delivers accurate focusing at all focal lengths. A prime example of the lengths we go to create the finest camera.

Passive AF



Active AF



Hybrid Autofocusing automatically switches between active and passive operation, permitting ELPH 490Z to focus accurately under any condition.

Hybrid AF



Our miniature 22.5-90mm* 4x power zoom lens doesn't require muscles... just boundless creativity! The highest quality optics enhance every setting.



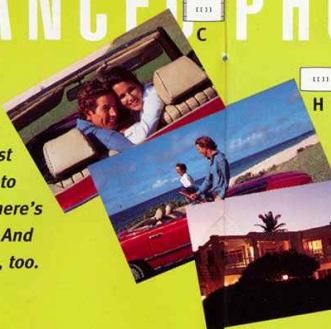
Within the LCD Viewfinder, you'll find distance measurement indicators which will tell you whether the focal point is centered or placed off-center.



* The ELPH 490Z's 22.5-90mm zoom lens is approximately equivalent to a 28-112mm lens using the traditional 135mm format.

The Future Takes Shape

Thanks to ELPH 490Z and Advanced Photo System technology, you can select oversized panorama prints (P), bold wide-angle shots (H) or classic traditional prints (C). Just turn the handy lever...and change your photo format as often as you please. Suddenly, there's a dramatic new dimension to photography. And a user-friendly new approach to processing, too.



Instead of old-fashioned negatives, you'll receive a convenient postcard-size index print that lets you review every shot at a glance. Each mini-picture is numbered.

To make reprints, simply return the appropriate film cartridge to your Advanced Photo System processor.



While some people may refer to fumble with shutter speeds and apertures and focusing, something tells us that our Best Shot Dial is precisely what you're looking for.

Capturing the moment is as easy as turning a dial.

Instantly, it puts you in command of six pre-programmed settings: Full Automatic, Portrait, Close-up, Action, Night and Spotlight. You'll never waste time. Never risk missing the perfect moment with this incredibly responsive feature that places consistently superior images right at your fingertips.



AUTO With Auto Mode, ELPH 490Z delivers a winning combination of aperture, shutter and focus. For the best in carefree photography, you've come to the right place!



Spotlight Mode is great for backlit subjects or when you want to concentrate your focus on the center. **Red-Eye Reduction Flash** adds just enough fill-light.

SPOT



The beauty of **Portrait Mode** is its ability to automatically zoom to head and shoulders distance, while blurring the background.



Action Mode provides continuous servo AF tracking to focus on moving subjects.



Close-Up Mode automatically adjusts the focal length so you can get as close as 1.1 ft.



Night Mode combines Red-Eye Reduction Flash and a slower shutter speed to emphasize both subject and evening background.

Foolproof, Fully Electronic Film Loading

You'll never misload your film again! Simply press open the cartridge chamber compartment and drop in the streamlined film cartridge created especially for Advanced Photo System cameras. The compartment lid closes automatically and ELPH 490Z instantly advances the film so you're ready to shoot...and automatically rewinds after the last shot. Since there's no film leader—and no opening the back of the camera as you've always done before—it's impossible to make a mistake or expose your film to sunlight.

In addition, visual exposure indicators reduce the chance of double-exposing your film or sending an unexposed roll to the lab. With ELPH 490Z, there's no guesswork. It takes care of the details so you can concentrate on the big picture.



When our lens cover is opened, it reveals an ingeniously designed flash unit and Red-Eye Reduction lamp.

A bold new design inspires a flash of brilliance.

Working together, they provide illumination that's as dependable as it is flattering. Lighting that adds dimension and detail to a wide range of photographic situations, including daytime shots. And to make sure that you haven't "cut off" the best part of a close-up scene (like Aunt Edna's head...or your prize-winning tulips), ELPH 490Z features Canon's first Automatic Parallax Compensation function. A big name for an invaluable feature.



Automatic Parallax Compensation

For close-up shots, this invaluable feature comes to the rescue. While the viewfinder may indicate a satisfactory composition (top), pressing the shutter button half way provides a true through-the-lens" view (below). Automatic Parallax Compensation lets you recompose your picture.

Slow Sync utilizes flash and ambient light to reveal the background and foreground with exceptional clarity. Discover the nighttime shots you've always missed.



With Red-Eye Reduction



Say goodbye to those red dots with our innovative Red-Eye Reduction feature. The secret: a krypton lamp that pre-illuminates your subject before the flash fires.



Without Red-Eye Reduction



With fill-in flash

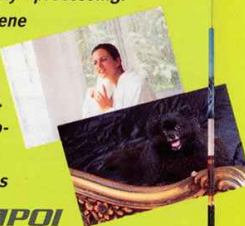


ELPH 490Z's exposure sensors instantly determine when extra daytime fill-in flash will be helpful. Great for backlit scenes or when subject is in shadows.

Without fill-in flash

Print Quality Improvement

A bold new advance in superior "custom quality" processing. Essential data such as exposure, flash and scene conditions which are stored on the cartridge's magnetic information strip are interpreted in processing by PQI, Print Quality Improvement. Utilizing true state-of-the-art processing equipment, PQI fine-tunes lighting and contrast in every print, enhances color balance and makes



ADVANCED PHOTO SYSTEM



critical adjustments in tricky scenes, such as those with backlighting. This unique exchange of information also means that reprints will consistently equal originals in quality. A new level of excellence awaits you...in all of your pictures.

Every certified photofinisher displaying this logo is ready for the Advanced Photo System.



"Let's see...when did we take that picture?" With ELPH 490Z, you'll always have the answers.

How to make pictures even more unforgettable.

Whenever you wish, a handy date/time caption can be imprinted on the back, or front and back of your prints to keep those cherished moments as fresh as ever. And to personalize your photos even more, take your pick from any of five all-time favorite wishes, including "Season's Greetings" and "Happy Birthday." Your message, encoded on the film's magnetic strip, will appear on the back of every picture you select.

It's easy to be part of the picture with our optional pocket-size Infrared Remote Control. More versatile than the built-in self-timer. And more fun.



Pictures may say a thousand words...but leave it to ELPH 490Z to add a few more. Choose from five popular greetings. Or turn every photo into a special keepsake with the time and date right on the print.



HAPPY BIRTHDAY
8 20 '96 2:01 PM

#2 ID 123-456

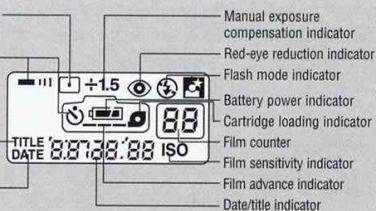
Date Mode: 8 20 '96
Time Mode: 2:01 PM
Date & Time Mode: 20 2:01

Title Mode: I LOVE YOU
THANK YOU
SEASON'S GREETINGS
HAPPY BIRTHDAY
CONGRATULATIONS

LCD Panel

One-point measurement indicator
Self timer/remote control indicator

Title selection indicator
Date printing-on-both-sides indicator



Manual exposure compensation indicator
Red-eye reduction indicator
Flash mode indicator
Battery power indicator
Cartridge loading indicator
Film counter
Film sensitivity indicator
Film advance indicator
Date/title indicator

Nomenclature



Specifications

General

Type: Advanced Photo System IX240 lens/shutter type fully automatic camera with built-in zoom lens and flash

Print Aspect Ratio: 16.7 x 30.2mm. Trimmed to H: 15.6 x 27.4mm C:15.6 x 22.3mm P size: 9.6 x 27.4mm
Lens: 22.5-90mm f/5.6-8.9, 7 elements in 7 groups (with 2 aspherical glass lenses).

Viewfinder: Real-image type zoom viewfinder with built-in automatic parallax compensation mechanism. Viewfinder covers approx. 89% of actual picture area. 0.29x magnification in WIDE; 1.16x magnification in TELE.

Viewfinder Information: Print type (C, H, P selection), AF frame (wide focus frame, focal distance indicator), Best shot indicator inside viewfinder.

LED Information Display:

Green LED Light On: AF focused, OK to shoot.
Blinking: Close-range warning
Orange LED Light On: Flash charge completed.
Blinking: Hand movement warning

Autofocus

Passive and active (hybrid) 5-point autofocus using 5/IRed skimming CCD sensor as a distance-measuring element.

AF Modes: 1. One-shot AF. 2. Servo AF (Action mode setting)

Focusing Range: Normal: 2.0ft/0.6m to infinity
Close-up: 1.1ft/0.35m to infinity
Number of Steps: Wide-angle: 99, Telephoto: 172, Close-up: 230

Exposure Control

AE Control: Program AE; AE lock applied after AF is completed. 3-zone measurement with SPC light-sensing elements.

Metering Range (at ISO 100):
Flash On/Flash Auto: WIDE-EV 10.5 to EV 17 (1/45 sec. at f/5.6-1/650 sec. at f/14.2); TELE-EV 13.5 to EV 17 (1/150 sec. at f/8.9-1/430 sec. at f/17.5)
Flash Off/Slow Sync: WIDE-EV 3 to EV 17 (4 sec. at f/5.6-1/650 sec. at f/14.2); TELE-EV 4.3 to EV 17 (4 sec. at f/8.9-1/430 sec. at f/17.5)

Film Handling

Film Speed Setting: ISO 25-10000 automatically set in 1/3-step increments by reading data disc.

Cartridge Film Loading/Advance/Rewind: Drop-in electronic loading. Fully automatic advance and rewind. Mid-roll rewind possible. (Mid-roll Change not available)

IX: A record-only magnetic head records the following 10 types of information after every frame: Date, Print Aspect Ratio (C/H/P), Cartridge direction, Flash fire, Subject brightness, Aerial illuminant flag, Magnification, Title, Exposure beyond range and Rear light.

Flash

Type: Built-in flash unit, operates automatically in dim or backlit conditions.

Red-Eye Reduction Function: When the flash operates in either Auto with Red-Eye Reduction Mode or Slow Sync Mode, regardless of brightness, the minilamp illuminates the subject before the flash to reduce red-eye effects.

Flash Recycling Time: Approximately 5 seconds (with fresh battery).

Operating Range: (at ISO 100) WIDE: 2.0ft-13.2ft/0.6m-4.0m; TELE: 2.0ft-8.2ft/0.6m-2.5m; CLOSE-UP(46mm Fixed): 1.0ft-9.1ft/0.35m-3.0m.

Other

Self-Timer: Electronically controlled with 10 seconds delay.

Remote Controller (Optional): Infrared, 2 seconds delay shutter release. Transmits up to 16.4ft/5m when directly in front, up to 11.5ft/3.5m at periphery.

Date Imprint: Recorded magnetically, and can be printed on either the front and back or only the back of print. Automatic up to 2029. Powered by camera battery.

Power Source

Battery: 2 Lithium batteries CR-2(3V).
Battery Capacity: Approximately 14 25-exposure rolls with 50% flash usage.

Dimensions

Size: 4.8"(W) x 2.6"(H) x 1.9"(D) / 120(W) x 64.6(H) x 46.9(D) mm.
Weight: Approximately 10.2 oz./292g with batteries; Approximately 9.6 oz./270g without batteries.