

**A SYMBOL IS A PROMISE.**



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

**Canon**

SO ADVANCED...IT'S SIMPLE

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**Canon**



**ELPH**



**THE AMAZING  
ADVANCED PHOTO SYSTEM  
CAMERA**

**W**elcome to the next generation of photography. And the most exciting camera Canon has ever created. The ELPH. So small and stylish. So unlike any camera you've ever seen or used before.

With a 24-48mm 2x power zoom lens encased in an ultra-compact stainless steel body, ELPH is a wonder of engineering. A camera that opens the door to the remarkable new world of Advanced Photo System technology. Where leaderless film cassettes guarantee you'll never misload your camera. Miniature images of each picture replace old-fashioned negative strips. Panorama, wide-angle and traditional size prints are just a fingertip away. And where magnetic information strips on the film assure optimum processing results...a state-of-the-art feature called PQI, Print Quality Improvement. Advanced Photo System is the ultimate in user-friendly photography. And Canon ELPH takes its potential a giant step further. With razor-sharp Hybrid Autofocus. Sophisticated flash options, including Red Eye Reduction. And available Infrared Remote Control.

Canon ELPH. Everything about it is big. Except its size.



Presenting  
the **world's smallest**  
**zoom camera\***.  
And the **most elegant**.

**ELPH** is a pure original.

A camera that puts  
the **future** in  
the **palm** of your hand.



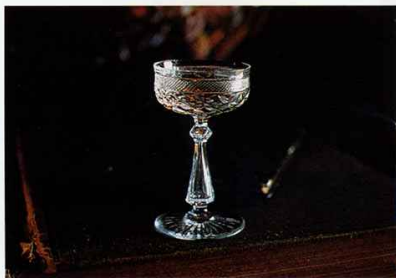
\*As of April, 1996

# Advanced Photo System inspires Canon's smallest 2x zoom camera ever!

Canon ELPH is so incredibly compact and light, it's designed to be part of your life. You'll take it everywhere. And you'll take beautifully composed pictures, thanks to an extraordinary 24-48mm, f/4.5-6.2 power zoom lens...a new benchmark in design achievement. Frame every scene exactly as you please. And count on crisp, vivid images with ELPH's unique Hybrid Autofocus, which gauges the trickiest shooting conditions with incredible accuracy. Smiling has never been so much fun!



ELPH switches between **Hybrid AF** active and passive autofocus, providing the most accurate distance measurements for every situation.



Come as close as 17.5" for stunning details. A convenient zoom button instantly responds to your creative vision.

**MACRO**



**24mm**  
(30mm)



**42mm**  
(52mm)

ELPH's miniature 24-48mm\* zoom lens gives you the versatility and optical excellence of cameras many times its size.



**48mm**  
(60mm)

## Advanced Photo System Revitalizes Processing

Your Advanced Photo System processing location will furnish you with prints in the various formats you've elected, plus something quite new...a handy postcard-size index print that replaces cumbersome negatives. Every mini-picture is numbered, making it simple to request reprints.

Just return the matching film cartridge with your order.



\* These lens specifications are unique to the Advanced Photo System. For example, the ELPH's 24-48mm zoom lens is approximately equivalent to a 30-60mm lens using the traditional 35mm format.

# Information strips and flash bring out the best in every print.

Built into each film cartridge is a remarkable magnetic information strip that stores exposure data about every shot you take. This information is then analyzed by Print Quality Improvement processing, which adjusts every picture to its maximum potential. A brilliant feature, only matched by ELPH's powerful and exceptionally versatile strobe flash. Its Slow-Sync mode adds drama and definition to evening shots. During the day, ELPH provides essential lighting to backlit scenes and subjects in shadows. And with the ingenious Red Eye Reduction lamp, those annoying red dots will be ancient history.



**PQI** For the subtle contrast of Flash Off mode (above, upper) where there may be the chance of underexposure, or in bright outdoor scenes (above, lower) where overexposure can occur, the magnetic strip on the film records all lighting data, and PQI processing fine-tunes each picture to assure artfully balanced illumination.



Clear, bright eyes enhance every photo, thanks to ELPH's highly effective Red Eye Reduction lamp.



Why be left in the dark? Slow-Sync combines flash and ambient light exposure to achieve perfectly balanced nighttime photographs.



## Easy, Drop-In Loading

Simply open the film compartment cover on the bottom of the camera and drop in your film cartridge. Since there's no leader, there's no chance of loading your film incorrectly. You're instantly ready to shoot. And with this innovative cartridge format, it's easy to remove film in mid-roll and replace it with another cartridge whenever you please.



# With ELPH, creative expression comes in all sizes.

Whoever said that beautiful memories should be limited to 4" x 6" prints? ELPH and Advanced Photo System let you customize every shot. Just turn the lever and get ready for oversized panorama prints. Bold wide-angle shots. Or classic traditional prints. ELPH adds a new dimension of creativity to photography, providing you with more format options than you've ever had before. Imagine the excitement of seeing those first photos... as varied as life itself!



## The Sign of the Times

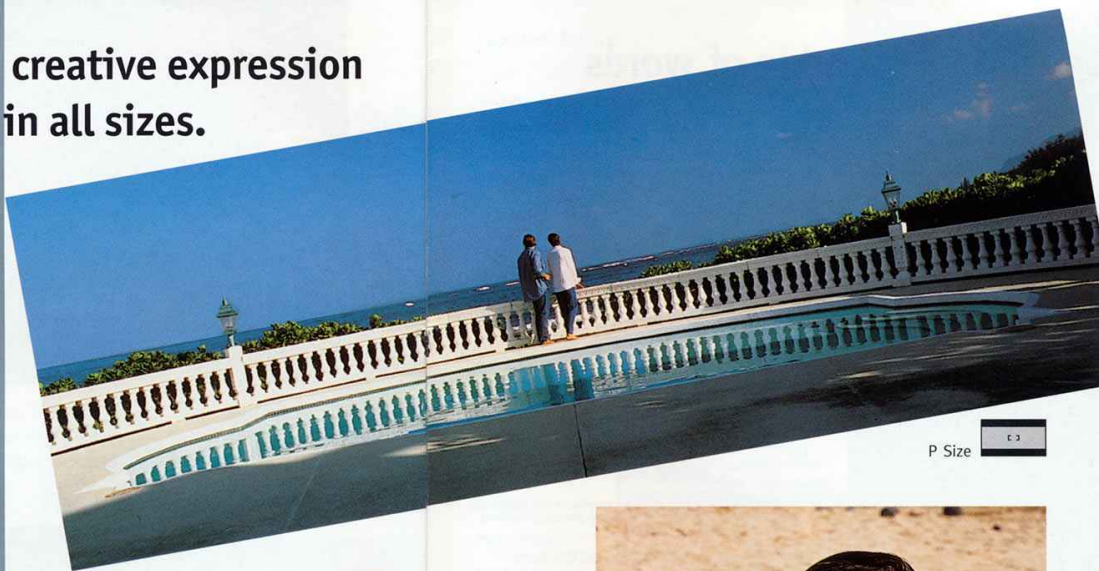
Every processor displaying this logo is ready for the Advanced Photo System. Certified photofinishers will offer the following services.

1. Return cartridges containing developed negatives.
2. Produce all three types of prints.
3. Provide index print sheets.
4. Offer enhanced print quality.
5. Provide prints with date stamps and titles printed on the back.



You'll never be on the sidelines with the optional Infrared Remote Control.

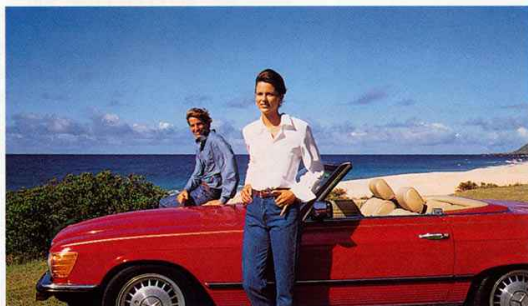
Just look for the sign. And get ready for a level of excellence you've never experienced before.



P Size



C Size



H Size



The choice is yours: **H** for wide-angle prints, **C** for traditional size, **P** for panorama. Change formats as often as you please throughout the roll simply by moving the lever. With prints as dynamic as these, photo albums will never be the same again. From vacations to family gatherings, ELPH lets you tell a bigger, more exciting story.



# Add the sparkle of words and more.

ELPH's date/caption feature shares your best wishes, with a choice of five classic greetings, including "I Love You" and "Season's Greetings." Your message, encoded on the film's magnetic strip, will appear on the back of every print you select. Canon ELPH also reminds you when you took your favorite pictures with handy date/time captions. What a simple way to keep track of life's most cherished moments! Information can appear on the back, or front and back of your prints.



\*Imprint typefaces and styles may vary among the photofinishers.

A personal greeting on the back of your pictures is a special touch that everyone appreciates. ELPH gives you a selection of five favorite messages. Or imprint the time and date onto both sides or the back only to make record-keeping a breeze.

**Date Mode** ..... 7:23 '96  
**Time Mode** ..... 2:01 PM  
**Date & Time Mode** ... 23 10:25  
**Title Mode** ..... I LOVE YOU  
 THANK YOU  
 SEASON'S GREETINGS  
 HAPPY BIRTHDAY  
 CONGRATULATIONS

## Photography will never be the same again.

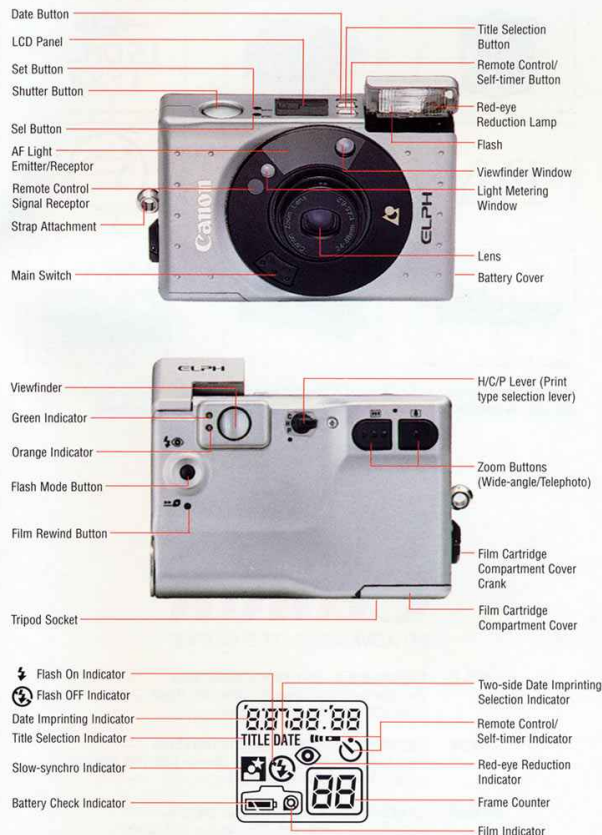
It's more fun. More foolproof. More versatile. More portable. It's everything you've always wanted it to be, thanks to Canon ELPH and Advanced Photo System.

There's nothing more rewarding than experiencing new technology at the very beginning. And the excitement starts the moment you hold the gleaming Canon ELPH in the palm of your hand. Imagine, a camera so small that does so much. A camera that's so simple to use. So responsive to your creative wishes.

The future of photography awaits you.



## Nomenclature



## Specification

### GENERAL

**Type:** IX 240 AF fully automatic lens shutter camera with built-in zoom lens and magnetic IX functions.

**Print Aspect Ratio:** 16.7 x 30.2mm. Trimmed to H, C or P size when printed. H size: 15.6 x 27.4mm, C size: 15.6 x 22.3mm, P size: 9.6 x 27.4mm.

**Lens:** 24-48mm 1/4.5-6.2, 6 elements in 6 groups (with 2 aspherical glass lenses).

**Viewfinder:** Real-image zoom finder covers approx. 82% of actual picture area. 0.31x magnification in WIDE; 0.62x magnification in TELE.

**Viewfinder Information:** Object lens frame, Close-up frame, AF frame, Standard size mask (C size), Panorama size mask (P size) inside viewfinder area. Green "OK-to-shoot" and orange "camera shake warning/flash ready" LED indicators outside viewfinder eyepiece.

**Shutter:** Combination aperture and program electromagnetic drive shutter.

### AUTOFOCUS

Passive and active autofocus using 1/IREDD skimming CCD sensor as a distance-measuring element.

**AF Mode:** Single point measurement only.

**Focusing Range:** 1.5ft./0.45m to infinity, 150 focusing zones.

### EXPOSURE CONTROL

**AF control:** Program AE; AE lock upon AF completion; 3 segment measurement with SPC light sensing elements.

**Metering Range:** (at ISO 100) Flash On/Flash Auto: WIDE - EV9.5 - EV17 (1/35 sec at 1/4.5 to 1/500 sec at 1/16); TELE - EV11.5 - EV19 (1/70 sec at 1/6.2 to 1/500 sec at 1/32); Flash Off/Slow Sync: WIDE - EV3.5 - EV17 (2 sec at 1/4.5 to 1/500 sec at 1/16); TELE - EV4.5 - EV19 (2 sec at 1/6.2 to 1/500 sec at 1/32).

### FILM HANDLING

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

**Cartridge Film Loading/Advance/Rewind:** Manual drop-in loading. Fully automatic advance & rewind. Mid-roll rewind possible.

**IX:** Date, Print aspect ratio, Cartridge loading direction, Strobe On/Off, Subject brightness, and Title are recorded on film using a single track, write-on magnetic recording head.

### FLASH

**Exposure Control:** Determined by film speed and AF distance.

**Red-eye Reduction Mode:** Activated via Auto flash button.

**Flash Recycling Time:** Approximately 5 sec.

**Flash Coupling Range:** WIDE: 1.5ft. - 9.8ft./0.45m - 3m TELE: 1.5ft. - 7.2ft./0.45m - 2.2m (with ISO 100 color negative film).

### OTHER

**Self-timer:** Electronically controlled with 10 seconds delay.

**Remote Controller:** Infrared, 2 seconds delay shutter release. Transmits up to 16.4ft./5.3m 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:** One lithium battery CR-2 (3V).

**Battery Capacity:** Approximately 12-25-exposure rolls, with 50% flash use.

### DIMENSIONS

**Size:** 3.6"(W) x 2.4"(H) x 1.1"(D) / 90(W) x 60(H) x 27(D) mm. **Weight:** Approx. 6.3oz./180g without battery. 7oz./200g with battery.