

# Canon

# MC

## MC & MC10 MICRO COMPACT 35mm CAMERAS

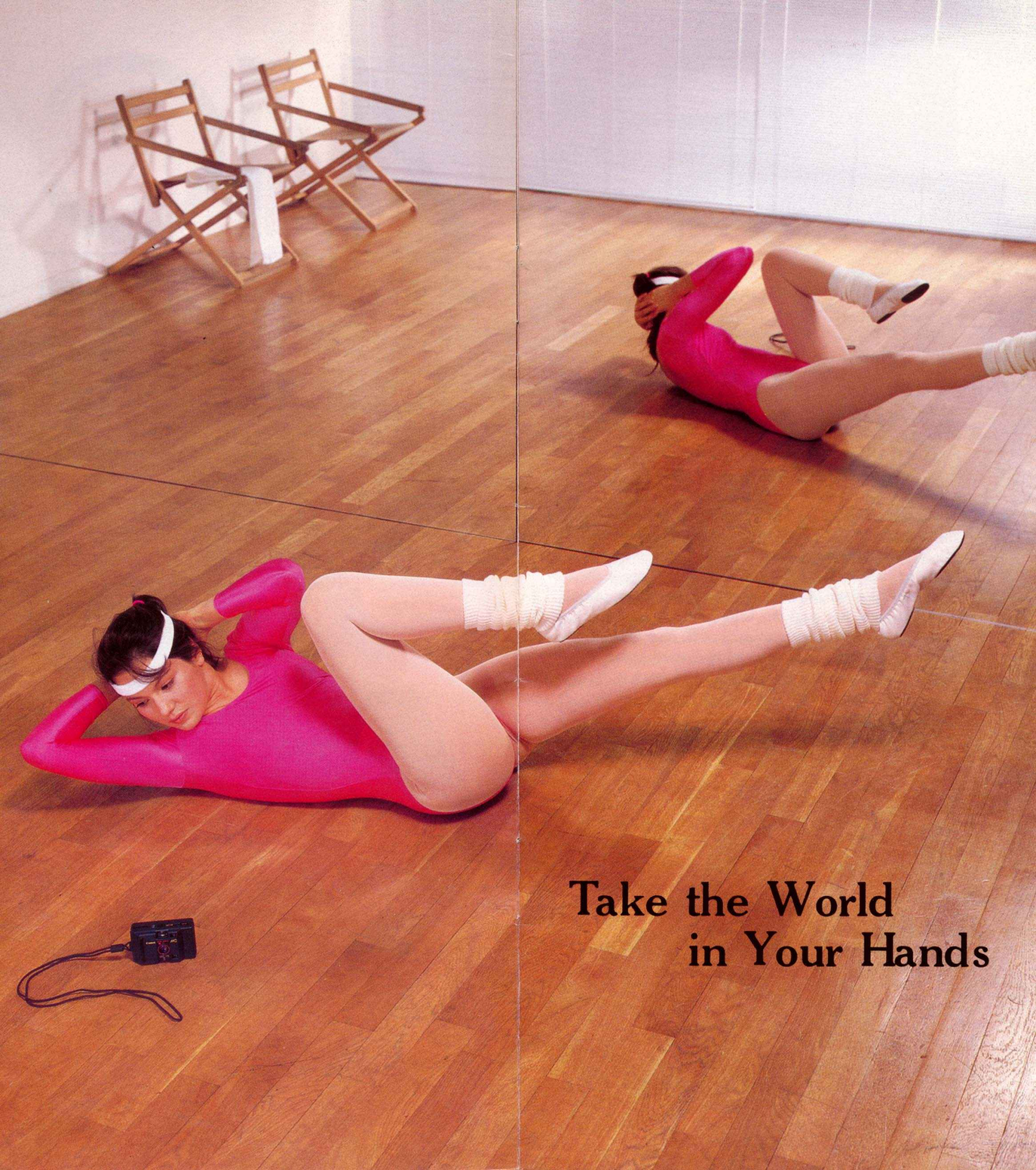
# Canon

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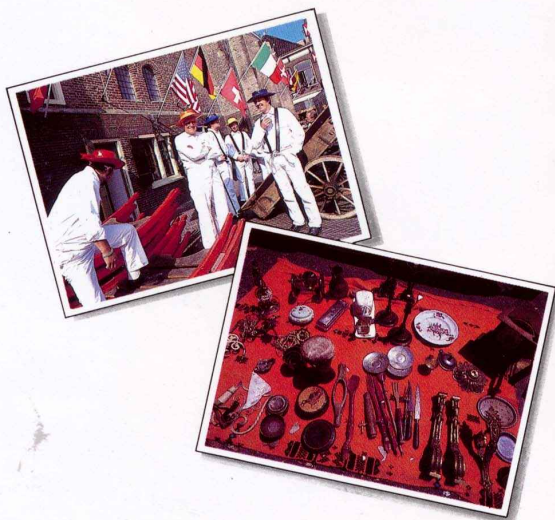
**Take the World  
in Your Hands**





## A Rare Blend of Automated Sophistication and Refined Design

Make photography part of your life — with a camera that does everything for you, in style. Slip the Canon MC or MC10 in your pocket or bag and you are ready to capture the faces and places that are your own, special world. It goes wherever you go, records everything you see and do, with full-frame 35mm image quality. And with an automatic ease that makes picture-taking pure bliss. Casual or formal situation, these classy compacts are never out of place. Canon MC and MC10. They're a new way of life.



Canon's pocketable duo have got it all together with a smartly designed lens guard. Aside from protecting the lens and viewfinder against scratches, it also acts as a central switch for the shutter and the camera's various automatic functions. Slide open the guard and it's all systems go for instant action photography. When you are through shooting, snap the guard shut. The shutter is automatically deactivated, so there's no possibility of wasting a shot by accident. A special circuit provides power for automatic film loading with the lens guard closed.

## Camera haute couture

The Canon MC and MC10 are the height of fashion. Wherever they go, they attract admiring glances. And yet they are compact and unobtrusive enough to set people immediately at ease for relaxed, natural pictures. The smooth front and sleek dimensions give pocket convenience a new meaning. They are small and easy to handle and the fraction of the weight of SLR cameras. There's even a choice of fashionable colors. A departure from the usual black and chrome, they are blue gray, brown and olive green, subtle tones that match almost any wardrobe. The MC is available in blue gray only. Owning one of these gems says something about you. It singles you out as a person with discriminating taste who believes that elegance and refinement should go hand in hand with function. And as a photographer, because of the outstanding features both cameras offer.





**Candid Shooter For  
Life's Intimate Instants**

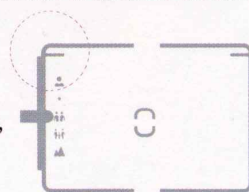




# Nothing Comes Between You and a Great Picture

## MC: Autofocus

Canon's "active" autofocus system takes all the worry out of focusing. Several things happen when you release the shutter: an invisible infrared beam of light is sent out to the subject. The light bounces back to the camera which uses this information to measure the subject distance. The system is so accurate, even moving subjects are captured with crystal clarity on film. And because it uses infrared light, it'll function accurately in pitch darkness.



## MC10: Fixed Focus

The MC10's lens is fixed so that everything in the viewfinder, from a distance of 1.5m to infinity, is in clear focus. No more fuss and fumble to focus. You catch the right moment every time to get pictures with excellent sharpness and depth of field.

## Auto Load

Film loading used to be one of the trickiest of tasks in taking pictures. No longer. Anyone can load the MC/MC10 because they load themselves. Pop the roll into the camera, drawing the film leader across to the orange mark. Close the back...and presto! The film automatically sets itself to the first frame.

## Auto Wind

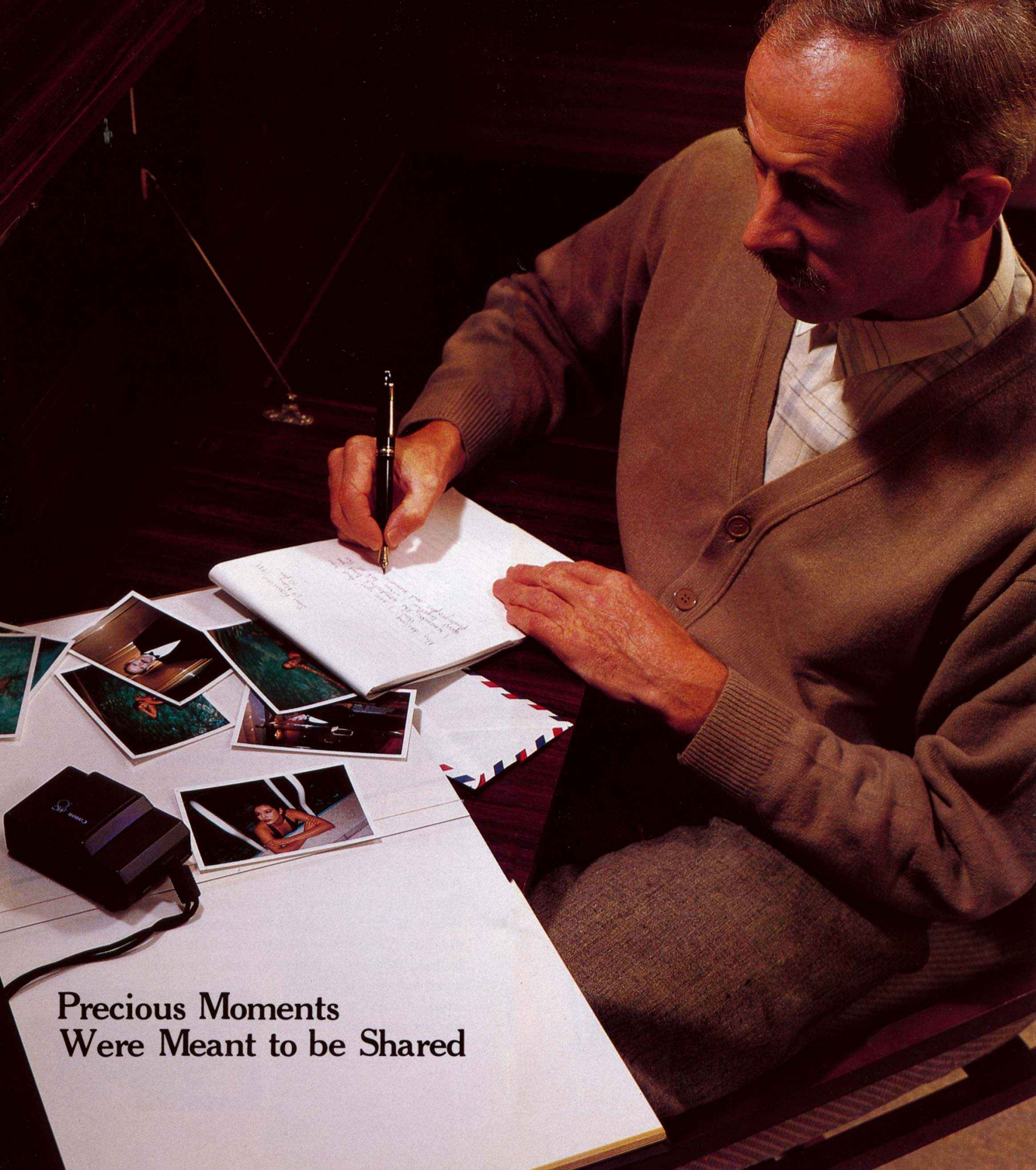
Each time you press the shutter button the film automatically advances to the next frame. Your eye never has to leave the viewfinder so you never miss a shooting opportunity. An indicator on the back confirms that the film is advancing properly.

## Auto Rewind

The built-in winder is just as versatile in reverse. When the film is finished the camera automatically rewinds it back into its cartridge. There are no buttons to press or levers to turn. You can, however, rewind partially exposed rolls by pressing the manual rewind button.







Precious Moments  
Were Meant to be Shared



### Automatic Exposure

The camera's microprocessor "brain" automatically sets the aperture and shutter speed. It gets it right every time for the best results. If the light is too low for hand-held photography and there's a chance that the shot will be blurred, a bright red LED will blink in the viewfinder. It's the camera's polite way of suggesting that you use the flash. Set the correct film speed (ISO 64, 100, 200, 400 or 1000) when you first load the film and leave the rest to the camera.

### Auto Flash

The MC and MC10 come with a compact, snap-on electronic flash. Switch the unit on and in a few seconds the pilot lamp indicates you are ready to shoot. The flash switches itself off when removed from the camera, to save battery power. Flash is essential, of course, at night. It's also the simplest way to provide fill-in light for backlit subjects in the daytime.

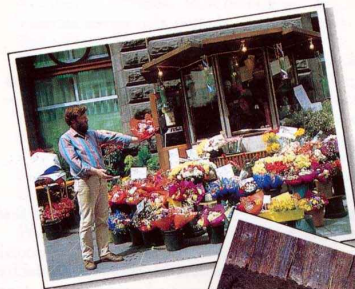
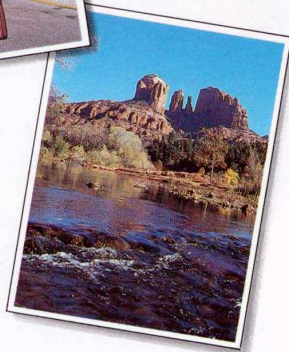


### Prefocus/Self-timer (MC only)

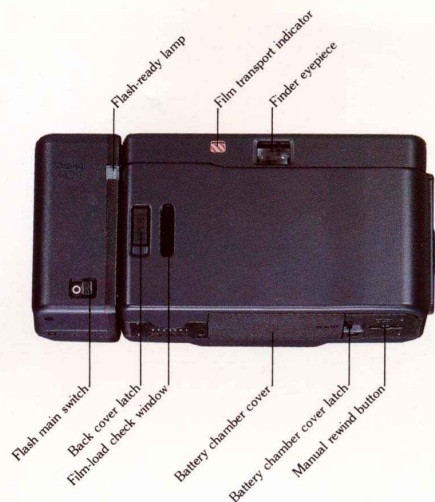
The MC's autofocus measures the distance to the object in the center of the viewfinder. If you want your subject to be on either side of the focusing zone, simply set the Prefocus/Self-timer switch and depress the shutter button with the subject in the center. Now recompose, and take the picture. Want to put yourself in the picture? Slide the same switch and press the shutter button. The shutter will release automatically about 10 seconds later. As soon as the photo is taken the film advances as usual.

### Canon Lens

The key to quality pictures, as any pro will tell you, is the camera's lens. Canon is the leading name in professional photography in large part because of the superlative quality of its lenses. The MC and MC10 are also equipped with finely crafted Canon lenses. Featuring an aspherical rear element, they give superb results with outstanding resolution and color balance. Moreover, with their 35mm wide angle focal length you can get more in the picture.







## Specifications

### Canon MC/MC10 Camera

**Type:** MC; 35mm lens-shutter camera with automatic film loading, automatic film advance, automatic film rewind, automatic exposure, and autofocus.

**MC10;** 35mm lens-shutter camera with automatic film loading, automatic film advance, automatic film rewind, automatic exposure, and fixed focus.

**Format:** 24mm x 36mm.

**Lens:** MC; Canon 35mm f/2.8. MC10; Canon 35mm f/4.5.

**Construction:** 4 elements in 4 groups.

**Lens Guard:** Open position: shooting is possible. Closed position: shooting is impossible.

**Focusing:** MC; Canon ACTIVE Autofocus system. MC10; Fixed focus.

**Shooting Distance Range:** MC; 0.9m (3 ft.) to infinity ( $\infty$ ). MC10; Pan focus: 1.5m (4.9 ft.) to infinity ( $\infty$ ).

**Shutter:** Programmed electromagnetic shutter; also serves as diaphragm blades.

**Viewfinder:** MC; Albada viewfinder with parallax correction frame for close focusing. Magnification: 0.46x. Information includes picture frame [1m (3.3 ft.) —  $\infty$ ], parallax correction frame [0.9m (3 ft.) — 1m (3.3 ft.)], autofocus spot, zone-focus symbols. MC10; Reverse Galilean viewfinder. Magnification: 0.46x. Both cameras have a viewfinder lamp (camera-shake warning/battery check LED).

**Film Loading:** Automatic film loading by aligning leader with orange index mark in film chamber.

**Auto First Frame Positioning:** Automatically advances to the first usable frame upon closing the back cover.

**Film Rewinding:** Automatic film rewind; film is automatically rewound at the end of the roll and stops automatically. Manual film rewind by releasing the shutter once while pressing the manual rewind button; stops automatically.

**Frame Counter:** Additive type; automatically resets to "S" by opening back cover. Counts back with film rewind.

**Prefocus(MC only):** Activated by sliding the prefocus switch in the direction of the arrow. Prefocus will be held on as long as the shutter button is pressed.

**Self-Timer(MC only):** Delay of about 10 seconds activated by setting self-timer switch and pressing shutter button.

**Film Transport Indicator:** Jiggles when film is advanced.

**Automatic Exposure Coupling Range:** MC; EV6(f/2.8 at 1/8 sec.) to EV17 (f/16 at 1/500 sec.) with ISO 100 film. MC10; EV8(f/4.5 at 1/20 sec.) to EV15(f/9.5 at 1/350 sec.) with ISO 100 film.

**Film Speed Scale:** ISO 64, 100, 200, 400, and 1000.

**Power Source:** Two AAA-size alkaline(LR03) or carbon-zinc batteries. Ni-Cd batteries cannot be used.

**Battery Life:** Approx. 30 rolls of 24-exposure film.

(Assumes use of new alkaline batteries at normal temperature.)

**Dimensions:** 106.3(W) x 64.5(H) x 41.6(D)mm (4-3/16" x 2-9/16" x 1-5/8")

**Weight:** MC; 230g(8-1/8 oz.) without batteries. MC10; 215g (7-9/16 oz.) without batteries.

### Canon MC-S Flash Unit

**Type:** Detachable and for exclusive use with the Canon MC/MC10 camera.

**Guide Number:** 11(ISO 100-m) 18(ISO 25-ft.)

**Recycling Time:** Less than eight seconds(interval between firing of flash and relighting of flash-ready lamp) with new alkaline batteries.

**Number of Flashes:** More than 120 times with new alkaline batteries.

**Auto Flash Shooting Distance Range:** MC; 0.9m (3 ft.) — 4m (13.1ft.) with ISO 100 negative color film. MC10; 1.5m (4.9 ft.) — 3.5m (11.5 ft.) with ISO 100 negative color film.

**Auto Shut-Off Function:** The flash-ready lamp will go off automatically even if the flash is detached from the camera with the flash-ready lamp on.

**Power Source:** Two AAA-size alkaline(LR03) or carbon-zinc batteries. Ni-Cd batteries cannot be used.

**Dimensions:** 30.6(W) x 64.5(H) x 30.9(D)mm (1-3/16" x 2-9/16" x 1-3/16")

**Weight:** 50g (1-3/4 oz.) without batteries.

Subject to change without notice.



A case is available as an optional extra.