



Stills or movies, capture your story

Capture your story in stunning detail with the EOS 550D. With the creative freedom to capture the decisive shot, see all the detail of your holiday sunset or follow action in the local football match

The EOS range consists of: EOS 1000D, EOS 450D, EOS 500D, **EOS 550D**, EOS 50D, EOS 7D, EOS 5D Mark II, EOS-1D Mark IV, EOS-1Ds Mark III

Embargo Date: 8th February 2010 14:00 GMT
Sales Start Date: Early March
Target Market: Entry level

Key Features in Importance Order:

- 18 Megapixel APS-C CMOS sensor
- DIGIC 4 processor with ISO 100-6400 (Expansion to 12800)
- Continuous shooting at 3.7fps
- Full HD movie recording with manual control and selectable frame rates
- 7.7cm (3.0") 3:2 Clear View LCD with 1,040k dots
- iFCL metering System with 63-zone Dual-layer Metering Sensor
- Quick Control screen to change shooting settings
- Exposure compensation +/-5 stops.
- Select maximum value for Auto ISO
- External Microphone socket
- Movie crop function
- Eye-Fi connected functions compatibility

| Product Name | Mercury Code | EAN Code | Recommended Retail Price |
|---|--------------|---------------|--------------------------|
| EOS 550D (Body only) | 4463B016AA | 8714574549903 | £799.99 / €899.99 |
| What's in the box: EOS 550D Body, Eyecup Ef, Camera Cover R-F-3, Wide Strap EW-100DBIII, Battery Charger LC-E8E, AC Cable 1m, Battery Pack LP-E8, Battery Cover, Stereo AV Cable AVC-DC400ST, Interface Cable IFC-130U, Box with JAN code | | | |
| EOS 550D + EF-S 18-55mm f/3.5-5.6 IS | 4463B022AA | 8714574549965 | £899.99 / €999.99 |
| What's in the box: EOS 550D Body, Eyecup Ef, Camera Cover R-F-3, Wide Strap EW-100DBIII, Battery Charger LC-E8E, AC Cable 1m, Battery Pack LP-E8, Battery Cover, Stereo AV Cable AVC-DC400ST, Interface Cable IFC-130U, EF-S 18-55mm 1:3.5-5.6 IS, LENS CAP E-58, LENS DUST CAP E, Box with JAN code | | | |
| EOS 550D + EF-S 18-135mm f/3.5-5.6 IS | 4463B028AA | 8714574550022 | £1,099.99 / €1,199.99 |
| What's in the box: EOS 550D Body, Eyecup Ef, Camera Cover R-F-3, Wide Strap EW-100DBIII, Battery Charger LC-E8E, AC Cable 1m, Battery Pack LP-E8, Battery Cover, Stereo AV Cable AVC-DC400ST, Interface Cable IFC-130U, EF-S18-135mm 1:3.5-5.6 IS, LENS CAP E-67, LENS DUST CAP E, Box with JAN code | | | |

| Accessories | Mercury Code | EAN Code | Recommended retail price |
|------------------------|--------------|---------------|--------------------------|
| Battery Grip BG-E8 | 4516B001AA | 4960999670409 | |
| Battery LP-E8 | 4515B002AA | 4960999670720 | |
| Battery Charger LC-E8E | 4520B001AA | 4960999670874 | |
| AC Adapter Kit ACK-E8 | 4517B003AA | 4960999670799 | |
| DC Coupler DR-E8 | 4518B001AA | 4960999670829 | |

Technical Specifications

| | | |
|-----------------------------------|---|---|
| IMAGE SENSOR | Type Effective Pixels Total Pixels Aspect Ratio Low-Pass Filter Sensor Cleaning Colour Filter Type | 22.3 x 14.9mm CMOS Approx. 18 megapixels Approx. 18.7 megapixels 3:2 Built-in/Fixed with Self-Cleaning Sensor Unit EOS integrated cleaning system Primary Colour |
| IMAGE PROCESSOR | Type | DIGIC 4 |
| LENSES | Lens Mount Focal Length | EF/EF-S Equivalent to 1.6x the focal length of the lens |
| FOCUSING | Type AF System/Points AF working range AF Modes AF Point Selection Selected AF point display Predictive AF (7) AF Lock AF Assist Beam Manual Focus | TTL-CF-SiR AF-dedicated with a CMOS sensor 9 AF points (f/5.6 cross type at centre, extra sensitivity at f/2.8) EV -0.5 -18 (at 23°C & ISO100) AI Focus, One Shot, AI Servo Automatic selection, Manual selection Superimposed in viewfinder and indicated on LCD monitor Yes, up to 10m Locked when shutter button is pressed half way in One Shot AF mode Intermittent firing of built-in flash or emitted by optional dedicated Speedlite Selected on lens |
| EXPOSURE CONTROL | Metering modes Metering Range AE Lock Exposure Compensation AEB ISO Sensitivity (8) | TTL full aperture metering with 63-zone SPC (1) Evaluative metering (linked to all AF points) (2) Partial metering at center (approx. 9% of viewfinder) (3) Spot metering (approx. 4% of viewfinder at center) (4) Center weighted average metering EV 1-20 (at 23°C with 50mm f/1.4 lens ISO100) Auto: In 1-shot AF mode with evaluative metering exposure is locked when focus is achieved Manual: By AE lock button in creative zone modes +/-5 EV in 1/3 or 1/2 stop increments (can be combined with AEB) 3 shots +/- 2 EV, 1/2 or 1/3-stop increments AUTO(100-6400), 100-6400, H (approx. 12800) in 1-stop increments |
| SHUTTER | Type Speed | Electronically controlled focal-plane shutter 30-1/4000 sec (1/2 or 1/3 stop increments), Bulb (Total shutter speed range. Available range varies by shooting mode) |
| WHITE BALANCE | Type Settings Custom White Balance WB Bracketing | Auto white balance with the imaging sensor AWB, Daylight, Shade, Cloudy, Tungsten, White Fluorescent light, Flash, Custom White balance compensation: 1. Blue/Amber +/-9, 2. Magenta/ Green +/-9 Yes, 1 setting can be registered +/-3 levels in single level increments 3 bracketed images per shutter release Selectable Blue/Amber bias or Magenta/ Green bias |
| VIEWFINDER | Type Coverage (Vertical/Horizontal) Magnification Eyepoint Dioptre Correction Focusing Screen Mirror Viewfinder Information Depth of field preview Eyepiece shutter | Pentamirror Approx. 95% Approx. 0.87x Approx. 19mm (from eyepiece lens centre) +3 to +1 m-1 (dioptre) Fixed Quick-return half mirror (Transmission: reflection ratio of 40/60, no mirror cut-off with EF500mm f/4 or shorter) AF information: AF points, focus confirmation light Exposure information: Shutter speed, aperture value, ISO speed (always displayed), AE lock, exposure level/compensation, spot metering circle, exposure warning, AEB Flash information: Flash ready, high speed sync, FE lock, flash exposure compensation, red-eye reduction light Image information: White balance correction, SD card information, monochrome shooting, maximum burst (1 digit display), Highlight tone priority (D+) Yes, with Depth of Field preview button On/str> |
| LCD MONITOR | Type Coverage Viewing Angle Coating Brightness Adjustment Display Options | 7.7cm (3.0") (3.2 Clear View TFT, approx. 1040K dots) Approx. 100% Approx. 160° Dual Anti-reflection, anti smudge Adjustable to one of seven levels (1) Quick Control Screen, (2) Camera settings |
| FLASH | Built-in Flash GN (ISO 100, m) Built-in Flash Coverage Built-in Flash recycle time Modes Red-Eye Reduction X-sync Flash Exposure Compensation Flash Exposure Bracketing Flash Exposure Lock Second Curtain Synchronisation HotShoe/ PC terminal External Flash Compatibility External Flash Control | 13 up to 17mm focal length (35mm equivalent: 27mm) Approx. 3 seconds Auto, Manual Flash On/off Yes - with red eye reduction lamp 1/200sec +/-2EV in 1/2 or 1/3 increments Yes, with compatible External Flash Yes Yes Yes/- E-TTL II with EX series Speedlites, wireless multi-flash support via camera menu screen |
| SHOOTING | Modes Picture Styles Colour Space Image Processing Drive modes Continuous Shooting | Auto, Portrait, Landscape, Close-up, Sports, Night Portrait, No Flash, Movie, Program AE, Shutter priority AE, Aperture priority AE, Manual, A-DEP Standard, Portrait, Landscape, Neutral, Faithful, Monochrome, User Defined (x3) sRGB and Adobe RGB Highlight Tone Priority Auto Lighting Optimizer (Basic and Creative modes) Long exposure noise reduction High ISO speed noise reduction Peripheral illumination correction Single, Continuous, Self timer (2s, 10s+remote, 10s + continuous shots 2-10) Max. Approx. 3.7fps (speed maintained for up to 34 images (JPEG)(1), 6 images (RAW)) (2) |
| LIVE VIEW MODE | Type Coverage Frame Rate Focusing Metering Display Options | Electronic viewfinder with image sensor Approx. 100% (horizontally and vertically) 30 fps Manual Focus (Magnify the image 5x or 10x at any point on screen) Autofocus: Quick mode, Live mode Real-time evaluative metering with image sensor Active metering time can be changed Grid overlay, Histogram |
| FILE TYPE | Still Image Type RAW+JPEG simultaneous recording Image Size Movie Type Movie Size Movie Length File Numbering | JPEG: Fine, Normal (Exif 2.21 [Exif Print] compliant) / Design rule for Camera File system (2.0) RAW: RAW (14bit, Canon original RAW 2nd edition), Digital Print Order Format [DPOF] Version 1.1 compliant Yes (RAW + Large JPEG only) JPEG: (L) 5184x3456 (M) 3456x2304, (S) 2592x1728 RAW (RAW) 5184x3456 MOV (Video: H.264, Sound: Linear PCM) 1920 x 1080 (29.97, 25, 23.976 fps) 1280 x 720 (59.94, 50 fps) 640 x 480 (59.94, 50 fps) Max duration 29m 59sec, Max file size 4GB (1) Consecutive numbering (2) Auto reset (3) Manual reset |
| OTHER FEATURES | Custom Functions Metadata Tag Intelligent Orientation Sensor Playback zoom Display Formats Slide Show Histogram Highlight Alert Image Erase/Protection Data Verification Menu Categories Menu Languages Firmware Update | 12 Custom Functions User copyright information (can be set in camera) Yes 1.5x - 10x enabled in 15steps (1) Single image with information (2 levels) (2) Single image (3) 4 image index (4) 9 image index (5) Jump Display Autoplay: All images, repeat Brightness: Yes RGB: Yes Yes Erase: Single image, Checkmarked images, Unprotected images Protection: Erase protection of one image at a time Original image verification data can be appended to the image (OSK-E3 required for verification) (1) Shooting menu (x2) (2) Playback menu (3) Setup menu (x3) (4) My Menu 25 Languages English, German, French, Dutch, Danish, Portuguese, Finnish, Italian, Norwegian, Swedish, Spanish, Greek, Russian, Polish, Czech, Hungarian, Romanian, Ukrainian, Turkish, Arabic, Thai, Simplified Chinese, Traditional Chinese, Korean and Japanese Update possible by the user |
| INTERFACE | Computer Other | Hi-Speed USB Video output (PAL/NTSC) (integrated with USB terminal), HDMI mini output (CEC compatible), External microphone (3.5mm Stereo mini jack) |
| DIRECT PRINT | Canon Printers PictBridge | Canon Compact Photo Printers and PIXMA Printers supporting PictBridge Yes |
| STORAGE | Type | SD card, SDHC card or SDXC card |
| SUPPORTED OPERATING SYSTEM | PC & Macintosh | Windows XP (SP2/SP3) / Vista inc SP1 (excl. Starter Edition) / 7 (excl. Starter Edition) OS X v10.4-10.5 |
| SOFTWARE | Browsing & Printing Image Processing Other | ZoomBrowser EX / ImageBrowser Digital Photo Professional PhotoStitch, EOS Utility (inc. Remote Capture, Original Data Security Tools*), Picture Style Editor * Requires optional accessory |
| POWER SOURCE | Batteries Battery life Battery Indicator Power saving Power Supply & Battery Chargers | 1 x Rechargeable Li-ion Battery LP-E8 Approx. 440 (at 23°C, AE 50%, FE 50%) (S) Approx. 400 (at 0°C, AE 50%, FE 50%) 4 levels Power turns off after 30sec or 1, 2, 4, 8 or 15mins AC Adapter Kit ACK-E8, Battery charger LC-E8, LC-E8E |
| PHYSICAL SPECIFICATIONS | Body Materials Operating Environment Dimensions (WxHxD) Weight (body only) | Stainless Steel and polycarbonate resin with glass fiber 0 - 40°C, 85% or less humidity 128.8 x 97.3 x 62 mm Approx. 530g (CIPA testing standard) |
| ACCESSORIES | Viewfinder Case Lenses Flash Battery Grip Remote Controller/ Switch Other | EyeCup Ef, E-series Dioptric Adjustment Lens with Rubber Frame Ef, Eyepiece Extender EP-EX15II, Angle Finder C Semi-Hard Case EH19-L All EF and EF-S lenses Canon Speedlites (220EX, 270EX, 380EX, 420EX, 430EX, 430EX II, 550EX, 580EX, 580EX II, Macro-Ring-Lite, MR-14EX, Macro Twin Lite MT-24EX, Speedlite Transmitter ST-E2) BG-E8 Remote Switch RS-60E3, Remote Controller RC-6 Original Data Security Kit OSK-E3 |

All data is based on Canon standard testing methods except where indicated.
Subject to change without notice.

- 1 Large/Fine(Quality 8) resolution
- 2 Based on Canon's testing conditions, JPEG, ISO 100, Standard Picture Style. Varies depending on the subject, memory card brand and capacity, image recording quality, ISO speed, drive mode, Picture Style, Custom functions etc.
- 3 Compatible with large memory card capacities, including cards of 2GB and more (camera may require firmware update).
- 4 with 50mm lens at infinity, -1 m-1 dpt
- 5 Based on the CIPA Standard and using the batteries and memory card format supplied with the camera, except where indicated
- 6 Memory card and battery door only
- 7 with EF300mm f/2.8L IS USM at 50kph
- 8 Recommended Exposure Index