



Embargo Date: 05 January 2010 (15:00 CET)
Sales Start Date: Mid March 2010
Target Market: Video beginners, Mature users, Families, YouTube users

Life on the go.

Go anywhere, shoot anywhere with the LEGRIA FS37 – Canon’s smallest ever digital camcorder. Capture great-looking SD movies to 16GB internal flash memory or use memory cards for easy sharing.

Key Features

- Best of both worlds: Dual Flash Memory with 16GB internal memory and SDHC card recording
- Go anywhere: Canon’s smallest digital camcorder – ever
- Edit movie clips and add music in-camera with Video Snapshot
- 41x Advanced Zoom gets you closer
- Dual Shot: easily capture video and photos with only 2 buttons
- Image Stabilizer with new Dynamic mode
- Never miss a shot with Pre REC
- True Wide Hi-Res 16:9 system: true widescreen recording and 6.7cm (2.7”) widescreen LCD
- Intelligent battery: shoot for up to 3.5 hours on a single charge; Quick Charge recharges one hour in just 20 min
- Easy DVD burning with Canon’s standalone DW-100 DVD burner

Product Name	Mercury Code	EAN Code	Recommended Retail Price
LEGRIA FS37	4397B006AA	8714574544335	

What’s in the box: LEGRIA FS37 E BODY, Stereo Video Cable and Interface Cable set, CA-570S Compact Power Adapter, AC Cable, BP-808 Battery Pack, PIXELA Application Disk 1 v1.5, PIXELA Application Disk 2 v1.5, Instruction Manual/ Music Data Disc, Instruction manual (F/G/I/R), Instruction manual (E), Installation Guide for ImageMixerSE, Guarantee (EUR), Guarantee (RU), PIXELA Installation Guide

New Accessories	Mercury Code	EAN Code	Recommended Retail Price
CAMCORDER ACCESSORY KIT DVK-802	1516B005AA	8714574547817	
FS / HFR SERIES VIDEO SOFT CASE (BLK)	0032X708	8714574549408	
FS / HFR SERIES VIDEO SOFT CASE (RED)	0032X709	8714574549415	
FS / HFR SERIES VIDEO SOFT CASE (BLUE)	0032X710	8714574549422	

Technical Specifications

VIDEO SYSTEM Recording Medium Max Recording Time	Dual Flash Memory (16Gb internal + SDHC card slot) Variable total, depending on memory card size Internal memory: 10hrs 25mins ¹ 32Gb SDHC card: 20hrs 50mins ¹
CCD Type Total pixels Effective Pixels: Movie Effective Pixels: Still Filter	1/6 type Interlaced CCD 800,000 pixels 540,000 pixels ³ 530,000 pixels (4:3 mode) Complementary Colour Filter
LENS Advanced Zoom Optical Zoom Digital Zoom Digital Tele-converter Focal Length 35mm Equivalent Focal Length Maximum aperture Minimum focusing distance Image Stabilizer Filter diameter Wide Attachment	41x 37x 2000x/1800x NO 2.6 - 96.2mm MOVIE: 40.5-1676 mm ³ STILLS: 49.8 - 1843 mm f2.0 to f5.2 10mm Electronic N/A NO
IMAGE PROCESSOR Image Processor Face Detection Technology	DIGIC DV II NO
LCD Touch screen Screen size Pixels Manual adjustment Temporary Underscan	NO 6.7cm (2.7") widescreen colour LCD Approx. 123,000 pixels Brightness, backlight NO
VIEWFINDER Screen size Pixels	N/A N/A
MINIMUM ILLUMINATION Minimum Lux. Night Mode Auto Gain Control limit adjustment	Approx. 1.1 lux (Night Mode) ³ YES NO
FOCUS Auto/Manual Control Manual Focus Assist	YES/YES Joystick operation (manual mode) NO
AE MODE Smart Auto Program AE Zebra	NO 11: Dual Shot (Easy), P, Tv, Portrait, Sports, Night, Snow, Beach, Sunset, Spotlight, Fireworks NO
BACKLIGHT COMPENSATION	YES
WHITE BALANCE Type Auto Set/Preset	TTL YES YES (Daylight, Tungsten)
SHUTTER SPEED Maximum Slow	1/2000th sec. 1/2 sec.
DIGITAL EFFECT Fade Effect	Auto Fade, Wipe Black & White, Sepia, Art, Mosaic
IMAGE QUALITY ADJUSTMENT Image Effects Custom Functions	Vivid, Neutral, Low Sharpning, Soft, Skin Detail NO
CUSTOM KEY	NO
STILL IMAGE Capture image size Continuous shooting mode Auto Exposure Bracketing Simultaneous Photo Recording Selecting AF Frame Function Histogram Photo Button Photo Burst	1024 x 768, 640 x 480 Internal memory or memory card NO NO NO YES YES YES YES NO

SELF TIMER	10 sec
REC REVIEW/REC SEARCH	NO/NO
RECORDING MODE LP mode Progressive shooting mode CINE image mode x.v.Color Video Snapshot Dual Shot Pre REC Colour Bars and Test Tone	3 recording quality modes (XP, SP, LP) NO NO NO YES YES YES NO
SEARCH Still image Date	NO YES (date select, calendar, timeline)
MEMORY CARD Multi Media Card Secure Digital Card Movie Recording Internal Data Transfer	NO SD / SDHC YES MOVIE: Yes (internal memory to card) STILLS: Yes (internal memory to card)
AUDIO System Manual Rec. level control Audio Dubbing	Dolby Digital 2ch (AC-3 2ch) NO NO
TERMINAL Headphone Microphone USB DV Direct Print Analogue-in AV S-video Component HDMI LANC Built-in charger	NO NO YES (USB 2.0 Hi Speed Out) NO YES NO YES NO NO NO NO NO YES
QUICK START	YES (using LCD screen)
ACCESSORY SHOE	NO
BUILT-IN VIDEO LIGHT	YES (white LED)
BUILT-IN FLASH	NO
PC CONNECTION KIT Digital Video Solution Disk Application software USB cable	NO Yes (PIXELA™ ImageMixer 3 SE, Music Transfer utility) YES
WEB Easy Web Upload HD->SD conversion	NO N/A
WIRELESS CONTROLLER	NO
ANALOGUE DIGITAL CONVERTER	NO
BATTERY PACK Type Intelligent Battery System Battery included in the kit Max recording time Quick Charge Long life Battery Longer recording time ²	Lithium-Ion YES BP-808 Approx 3hrs 35mins (normal LCD, LP mode, included battery) YES N/A N/A
Dimensions W x H x D Weight	55 x 59 x 121mm 225g

1. LP recording mode
2. Using EVF (normal LCD brightness if no EVF) and optional long life BP
3. Advanced Zoom ON, 16:9 recording mode, wide end

All data is based on Canon's standard testing methods. This Leaflet and the specifications of the product have been developed prior to the date of product launch. Specifications are subject to change without notice.™ and ©: All company and/or product names are trademarks and/or registered trademarks of their respective manufacturers in their markets and/or countries.