



Sales Start Date: June 2010
Target Market: Personal / Home

Key Features in Importance Order:

- High performance IXUS in a stunning stainless steel body
- 10.0 Megapixel high-sensitivity CMOS Sensor
- Bright f/2.0, 28 mm, 3.8x genuine Canon lens with optical Image Stabilizer
- HS System with DIGIC 4 for fast shooting and low noise in low light
- 240 fps Super Slow Motion Movie. High-speed Burst: 8.4 shots/sec*
- Wide 7.5 cm (3.0") PureColor II G LCD with enhanced strength and visibility
- Smart Auto and Smart Flash Exposure for great photos in all situations
- HD movies (720p) with optical zoom, stereo sound and HDMI output
- Creative shooting with P, Av and Tv modes, Low Light, Fish-eye and Miniature Effect
- Smart Shutter with Smile, Wink Self-Timer and FaceSelf-Timer

* Some high-speed modes output at reduced resolution. See specifications for details.

High Speed. High Impact

Powered by a 10 Megapixel high-sensitivity CMOS sensor with f/2.0 lens, and molded in a distinctive stainless steel body, the high speed IXUS 300 HS has stunning looks and image quality to match.

The IXUS 300 HS is part of the Canon IXUS digital still camera range

The Canon IXUS range consists of the following products:

IXUS 300 HS, IXUS 210, IXUS 130, IXUS 105

Product Name	Mercury Code	EAN Code	Recommended Retail Price
IXUS 300 HS (Silver)	4438B008AA	8714574549521	£379.00 / €419.00
IXUS 300 HS (Black)	4252B008AA	8714574549453	£379.00 / €419.00

What's in the box: Digital Camera IXUS 300 HS , Wrist Strap WS-DC7, Battery Pack NB-6L (with Terminal Cap), Battery Charger CB-2LYE, AC Cable (E), AV Cable AVC-DC400ST, Interface Cable IFC-400PCU (for USB), User Manual Kit

Technical Specifications

IMAGE SENSOR Type Effective Pixels Colour Filter Type	1/2.3 type back-illuminated CMOS Approx. 10.0M Primary Colour
IMAGE PROCESSOR Type	DIGIC 4 with iSAPS technology
LENS Focal Length Zoom	4.9 – 18.6 mm (35 mm equivalent: 28 – 105 mm) Optical 3.8x. Digital Approx. 4x, with Digital Tele-Converter Approx. 1.4x or 2.3x and Safety Zoom ^{1 2} Combined Approx. 15x
Maximum f/number Construction	f/2.0 – f/5.3 7 elements in 6 groups (1 double-sided aspherical UA lens, 1 single-sided aspherical lens)
Image Stabilisation	Yes (lens shift-type), 3-stop
FOCUSING Type AF System/Points AF Modes AF Point Selection AF Lock AF Assist Beam Closest Focusing Distance	TTL AiAF (Face Detection / 9-point), 1-point AF (fixed to centre) Single, Servo AF/AE ³ Size (Normal, Small) On/Off Selectable Yes 3 cm (W) from front of lens in macro
EXPOSURE CONTROL Metering modes AE Lock Exposure Compensation ISO sensitivity ⁴	Evaluative (linked to Face Detection AF frame), Centre-weighted average, Spot (centre) On/Off Selectable +/- 2 EV in 1/3 stop increments Enhanced i-Contrast for automatic dynamic range correction AUTO, 125, 200, 400, 800, 1600, 3200
SHUTTER Speed	1 – 1/2500 sec. (factory default) 15 – 1/2500 sec. (total range – varies by shooting mode)
WHITE BALANCE Type Settings	TTL Auto (including Face Detection WB), Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom
LCD MONITOR Monitor Coverage Brightness	7.5 cm (3.0") PureColor II G (TFT), 16:9 aspect ratio, Approx. 230,000 dots Approx. 100% Adjustable to one of five levels. Quick-bright LCD
FLASH Modes Slow Sync Speed Red-Eye Reduction Flash Exposure Compensation Flash Exposure Lock Built-in Flash Range External Flash	Auto, Manual Flash On / Off, Slow Synchro Yes. Fastest speed 1/2000 sec. Yes Face Detection FE, Smart Flash Exposure Yes 30 cm – 6.0 m (W) / 50 cm – 2.0 m (T) Canon High Power Flash HF-DC1
SHOOTING Modes Photo Effects Drive modes Continuous Shooting	Auto*, Shutter priority AE, Aperture priority AE, P, Portrait, Night Snapshot, Kids & Pets, Indoor, Smart Shutter (Smile, Wink Self-Timer, FaceSelf-Timer), High-speed Burst (2.5MP), Low Light (2.5MP), Color Accent, Color Swap, Fish-eye Effect, Miniature Effect, Beach, Foliage, Snow, Fireworks, Stitch Assist, Movie. *with Scene Detection Technology and Motion Detection Technology My Colors (My Colors Off, Vivid, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Vivid Blue, Vivid Green, Vivid Red, Custom Color) Single, Continuous, Self-Timer Approx. 3.7 shots/sec. ⁵ , High-speed Burst (2.5MP): Approx. 8.4 shots/sec. ⁵ , Low Light (2.5MP): Approx. 6.0 shots/sec. ⁵ (until memory card becomes full) ⁶
RECORDING PIXELS / COMPRESSION Image Size Compression Movies Movie Length	(L) 3648 x 2736, (M1) 2816 x 2112, (M2) 2272 x 1704, (M3) 1600 x 1200, (S) 640 x 480, (W) 3648 x 2048. Resize in playback (M3, S, 320 x 240) Fine, Normal (HD) 1280 x 720, 30 fps, (L) 640 x 480, 30 fps, (M) 320 x 240, 30 fps, (Super Slow Motion Movie) 320 x 240, 240 fps (HD) Up to 4 GB or 10 min. 00 sec. ⁷ (L and M) Up to 4 GB or 1 hour ⁶ (Super Slow Motion Movie) 30 sec.

FILE TYPES Still Image Type Movies	JPEG compression, (Exif 2.2 [Exif Print] compliant) / Design rule for Camera File system, Digital Print Order Format [DPOF] Version 1.1 compliant MOV [H.264 + Linear PCM (stereo)]
DIRECT PRINT Canon Printers PictBridge	Canon SELPHY Compact Photo Printers and Canon Inkjet Printers supporting PictBridge (ID Photo Print, Fixed Size Print and Movie Print supported on SELPHY CP & ES printers only) Yes
OTHER FEATURES Red-Eye Correction My Camera / My Menu My Category Intelligent Orientation Sensor Histogram Playback zoom Self Timer Menu Languages	Yes, during shooting and playback Start-up image and camera sounds customisation Image tagging feature Yes Yes Approx. 2x – 10x Approx. 2 or 10 sec., Custom English, German, French, Dutch, Danish, Finnish, Italian, Norwegian, Swedish, Spanish, Simplified Chinese, Chinese (traditional), Japanese, Russian, Portuguese, Korean, Greek, Polish, Czech, Hungarian, Turkish, Thai, Arabic, Ukrainian, Romanian, Farsi
INTERFACE Computer Other	Hi-Speed USB (MTP, PTP) dedicated connector (Mini-B compatible) HDMI Mini Connector. A/V output (PAL/NTSC)
MEMORY CARD Type	SD, SDHC, SDXC, MMC, MMCplus, HC MMCplus
SUPPORTED OPERATING SYSTEM PC & Macintosh	Windows 7/ Vista SP1-2/ XP SP2-3 Mac OS X v10.4 - 10.6
SOFTWARE Browsing & Printing Other	ZoomBrowser EX / ImageBrowser PhotoStitch
POWER SOURCE Batteries Battery life A/C Power Supply	Rechargeable Li-ion Battery NB-6L (battery and charger supplied) Approx. 250 shots ⁸ Approx. 420 min. playback Optional, AC adapter kit ACK-DC40
ACCESSORIES Cases / Straps Flash Power Supply & Battery Chargers Other	Soft Leather Case DCC-70 High Power Flash HF-DC1 AC Adapter Kit ACK-DC40 Canon HDMI Cable HTC-100
PHYSICAL SPECIFICATIONS Operating Environment Dimensions (WxHxD) Weight	0 – 40°C, 10 – 90% humidity 100.0 x 54.1 x 23.6 mm Approx. 175 g (including battery/batteries and memory card)

¹ Depending on the image size selected.

² Digital zoom available for still image and standard movie modes only. Optical zoom may not be available during movie recording.

³ Some settings limit availability.

⁴ Standard Output Sensitivity / Recommended Exposure Index. According to ISO 12232:2006 (20th April 2006) which specifies the method for assigning and reporting ISO speed ratings for digital still cameras.

⁵ Under conditions where the flash does not fire.

⁶ Depending on memory card speed / capacity / compression setting.

⁷ The following Speed Class memory cards are required for maximum record time: 1280 x 720, 30 fps Speed Class 4 or above.

⁸ Using the batteries and memory card format supplied with the camera (where included), except where indicated.

All data is based on Canon standard testing methods (according to CIPA Standards) except where indicated. 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.