

Canon

PHOTURA

Hold the future
of photography in
your hands.



Never before has form so perfectly followed function

You've never seen a camera that looks like the Photura. For a very good reason.

Because the Photura is an innovative new concept camera that offers vastly improved performance.

Sleek. Easy to hold. Yet a remarkably powerful picture-taking tool. That's the new Photura.

This sophisticated, totally new approach in camera design combines compact, easy-operation styling with a *power zoom lens* that covers the entire popular photography range of focal-lengths from a 35mm wide-angle setting to a 105mm telephoto setting.

Moreover, it features a unique *built-in zoom flash* that illuminates subjects up to *twenty feet (6 m)* away when using ISO 100 film. That's almost twice the range of conventional compact cameras. A special function also minimizes problems with red eye.

There's also a highly sophisticated *Smart AF* system that ends blurry disappointments. And a full range of auto operation features that ensure everyone will enjoy using the Photura.

With Photura, Canon introduces the ideal form of the new concept camera.





A new concept in camera technology

Many cameras now have built-in zoom lenses. But they are too bulky, too clumsy to hold. And their flash performance is often disappointing.

Now Canon has solved all that. Several technological breakthroughs made this new concept camera possible. But the new design style is easy to appreciate. By building the camera around the longest lens possible, we have managed to combine true 3X zoom lens operation with an easy-to-handle body design.

Despite the Photura's relatively compact size. It features a full-range power zoom lens, covering the entire focal range of most commonly used settings from the wide-angle position of 35mm to a 105mm telephoto setting. Moreover, the Photura contains all the automatic conveniences you expect from a high-quality Canon compact camera.

And it also features one of Canon's most sophisticated AF systems, for utterly reliable autofocus shooting.

3X Power Zoom Lens

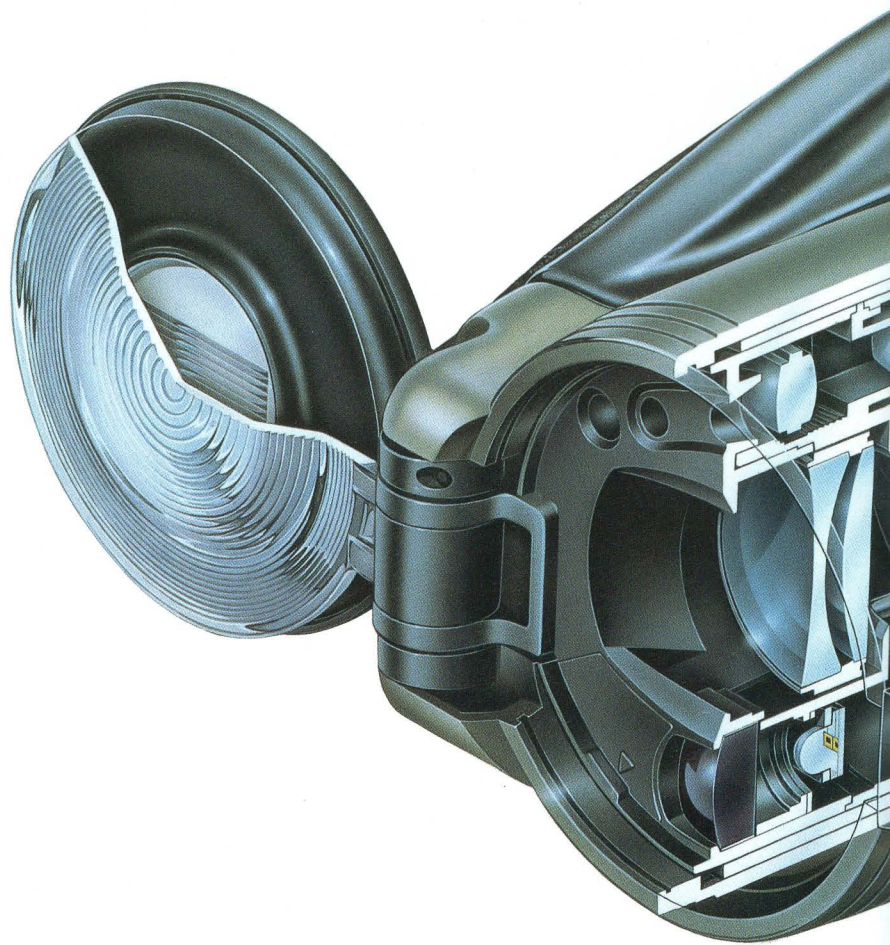
The new Photura features a super powerful built-in zoom lens. The cylindrical design shape gives you an idea just how successfully this lens has been integrated into the camera. The 35 — 105mm power zoom lens covers the entire range of popular focal lengths. Use the wide-angle setting (near 35mm) when you're shooting a group or indoors, or in any situation when you can't "step back" to fit more into the picture. On the other hand, if you want to pull in distant subjects, zooming out to the telephoto 105mm setting gives you plenty of magnification.

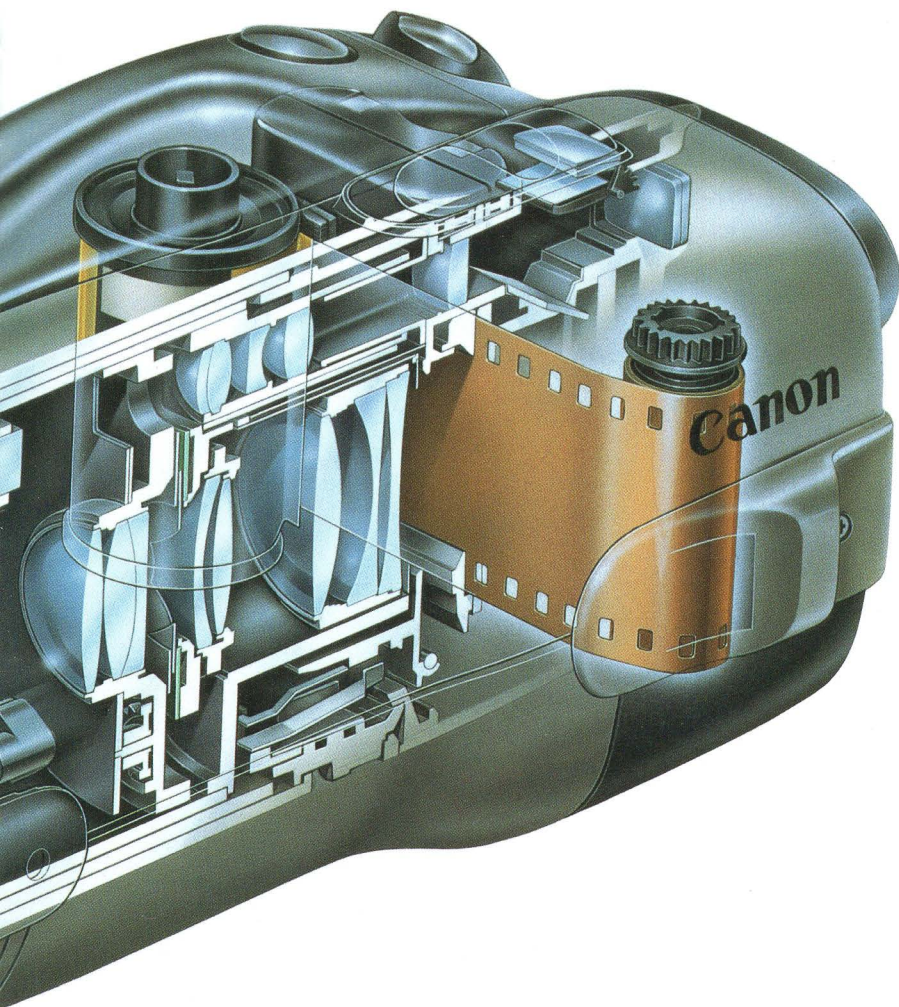
The standard zoom lens covers all distances from infinity down to about 2.6 ft (0.8 m).



Auto Zoom Flash

The new-design Photura solves many of the problems that have limited the enjoyment provided by conventional compact cameras. A weak flash output was certainly one of them. But now, thanks to the new auto zoom flash design, the flash zooms along with the lens. The new Photura Auto Zoom Flash has a guide number of 82•ft/25•m at ISO 100 at

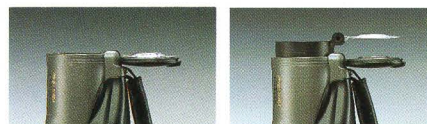




telephoto. That means that with ISO 100 film, flash output now reaches out to about 20 ft/6 m. Much farther than was previously possible. And since the flash zooms with the lens, the correct amount of flash output is always realized for the degree of magnification.

Technical Note #1 Auto Zoom Flash

A large, external fresnel lens is mounted in front of the flash element and attached directly to the zoom lens mechanism. Since the fresnel lens zooms as the lens barrel zooms, perfect coupling is assured. Flash output and its angle of coverage is exactly suited to the entire focal length range.



Drop-in Film Loading

Film loading and removal has never been simpler. Instead of aligning the film leader with rail guides or fitting the holes to sprockets, you just drop it in and the Photura loads it for you. Film rewinding is automatic, too, and starts immediately after the last frame is shot. Mid-roll rewind is possible, too, by pressing the rewind button.

The Photura automatically sets the film speed according to the DX code when the film is loaded.



Technical Note #2 S-style film transport

In order to achieve the Photura's reduced size, a new film transport system had to be created. Conventional film transport mechanisms make the camera too broad. By devising this new S-type film transport system reverse-winds the film onto the take-up sprocket, permitting a more compact overall design.

The promise of a new form & the reality of superior functions

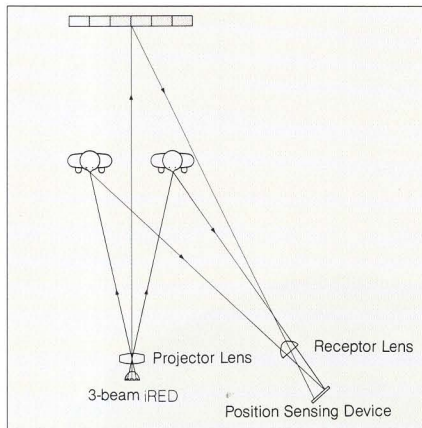
Smart AF

Canon has long been recognized as the leader in autofocus technology. And Canon innovations have served as reference standards for other cameras. One of the finest achievements is our advanced Smart AF technology.

The new Photura's Smart AF system is a three-point focusing system which utilizes evaluative algorithms to automatically select the best focus point for each situation. That means you don't have to lock-in the focus of off-center subjects then recompose the picture.

A broad range of finely-set AF steps are provided, covering from 2.6 ft (0.8 m)

to 315 ft (96m), and ensuring accurate, pin-point AF clarity at any distance.

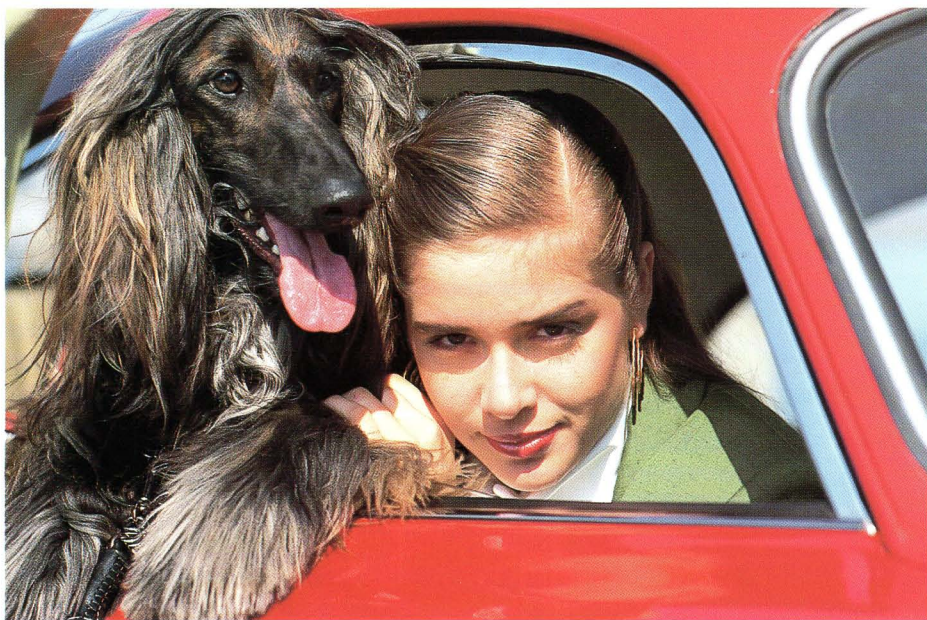


Infinity Mode

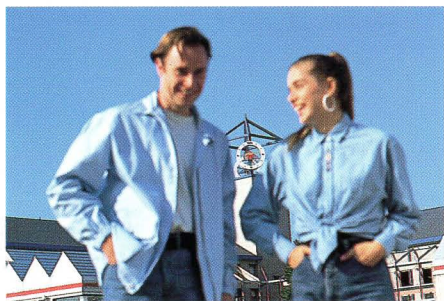
When you want to shoot something that's really far away, a distant mountain range, for example, then you can switch to the infinity mode to be certain of a clear image.

Single-spot AF

You can also use your new Photura as a conventional, single-point AF camera for added flexibility. Just turn the zoom lever while holding the shutter button pressed down halfway. Autofocus operation is now limited to the central AF point only for extra precision in picking out an extremely small subject, or use it to retain



105mm



Conventional AF

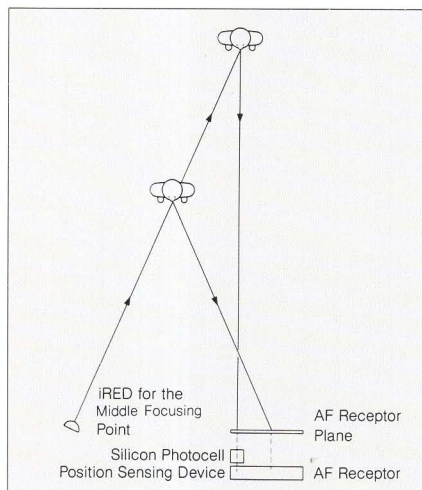


Smart AF

image clarity with subjects that are extremely off-center by employing focus lock.

Technical Note #3 Superior AF System

Highly precise focusing is possible, since the entire focus range is divided into a series of ultra-fine steps. Even distant subjects can be focused on precisely, since the camera automatically switches to double AF signal receptors for distant subjects. And the "Smart AF" feature automatically prevents out-of-focus shots, so focus lock isn't necessary anymore.



Focusing Principle for Distant Subjects



70mm



35mm



Infinity Mode

You can shoot confidently in any light

Program AE

Everybody wants to get great-looking shots all the time. The new Photura makes that easy to do. Exposure control is carried out automatically by a Program AE system that uses a three-zone metering pattern to measure the light. The camera then automatically selects the best shutter speed and aperture value, after considering shooting conditions and lens focal length setting. You don't have to worry about anything.

Convenient Flash

The built in flash with its powerful guide number of 39·ft (12·m) at wide and 82·ft (25·m) at tele at ISO 100 helps make sure your pictures look great in a number of situations.

If there isn't enough light, the

blinking red lamp beside the viewfinder warns you that the flash is needed. And if the sun is behind your subject, you still have the flash to compensate for the backlit exposure situation. You can also shoot using a Slow-sync mode. Flash recharge time is only about 2.5 seconds.

Technical Note #4 Three Shooting Modes

- (1) Flash-off Mode — The flash never fires.
- (2) Flash-on Mode — The flash fires every time.
- (3) Slow-sync Mode — The flash fires with a slower shutter speed so the background of a night scene can be correctly exposed.

"Red-eye" Reduction Mode

Portraits of friends can be ruined by "red eye."

You've probably had it happen to you: A bright red dot appears in the exact center of each eye. The picture is not exactly ruined. But it certainly looks strange. This phenomenon is caused when the subject faces the camera and the light of the flash is reflected off the retina.

When the red-eye reduction mode is selected in low-light shooting situations, a lamp located in front of the reflector inside the flash head is automatically turned on before exposure. This illuminates your subject for about one second before the flash is fired, causing the pupils of the subject's eyes to contract to a certain degree and thus reduce the reflection from the retina when the flash is fired. It's a terrific



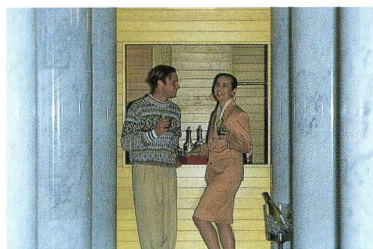
new feature that will result in better looking pictures of friends and family.

Automatic Exposure Compensation

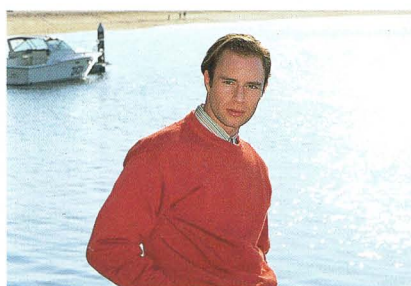
In tough backlit shooting situations, you still get some extra help, thanks to an automatic exposure compensation feature. When the shooting distance exceeds the flash coupling range in flash-on mode the camera combines the flash firing and exposure compensation for +1 stop if necessary. When you're shooting in the flash-off mode, exposure is compensated for automatically, regardless of shooting distance.



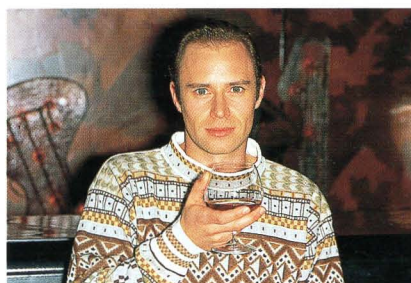
Slow-sync.



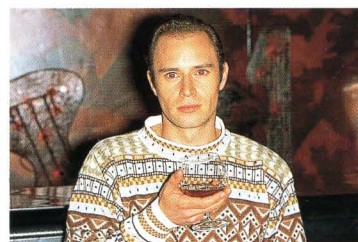
Conventional Flash



Fill-in Flash (Flash-on)



Red-eye Reduction Mode



Automatic Exposure Compensation



Special features create fascinating photographs

Fixed Framing Zoom Mode

An interesting feature lets you maintain a constant magnification even if your subject moves, changing his or her distance from the camera. When you're using the Fixed Framing Zoom Mode, the Photura automatically zooms in or out to maintain image size. Horizontal portraits of just the subject's head and shoulders can be maintained, as can a full-length portrait of the entire body.

Two Film Advance Modes

You can choose between two film winding modes:

Single-frame advance : The film

advances after each shot so you're always ready for the next one.

Continuous advance : As long as you hold the shutter button down, the film advances continuously through the camera, exposing frames at a rate of about 1 frame per second. It's great for shooting sequences.

Ergonomics

Holding the new Photura is sure and solid. The controls are large and well-positioned on the back side of the camera for easy, one-hand operation. An adjustable handstrap provides added security. And the special low-angle viewfinder gives you

the added convenience of shooting with the camera held down in front of you for small subjects.

Superior Viewfinder

The bright viewfinder zooms as the lens zooms, so it always shows the actual image of what you're going to photograph. A simple lever lets you switch over from the eye-level finder to the low-angle finder for easy taking of low shots. The eye-level finder has a dioptic adjustment for those who wear glasses. Red and green lamps keep you informed. For example, a camera-shake warning informs you that shooting conditions are too dark for



hand-held photography.



Close-up Accessory Simulated photo

You can use the special close-up accessory (sold optionally) to focus on small subjects. With the macro lens in place, you can focus down to about



1.8 ft/0.55 m. You can take an actual-size picture about as close as a postcard. A special mask fits over the flash lens and diffuses flash output to reduce the

risk of overexposing very close subjects. The AF system still works within the macro shooting range. And the low-angle viewfinder makes shooting close-ups of things like flowers extra easy.



Taken through glass with the Close-up Accessory



Fixed Framing Zoom



Canon perfects the functional form of the modern camera



Specifications

General

Type: 35mm fully-automatic lens-shutter camera with autofocus and built-in power zoom lens
Format: 24 × 36 mm
Lens: Canon 35 — 105 mm
f/2.8 — 6.6
Shooting Distance Range: 2.6 ft/0.8 m to infinity (1.8 — 2.9 ft/0.55 — 0.9 m when using dedicated close-up attachment)
Viewfinder: (1) Real-image eye-level finder — Magnification: 0.35 × (WIDE), 1.05 × (TELE); (2) Real-image low-angle finder — Magnification: 0.21 × (WIDE), 0.62 × (TELE); Switchable
Diopter Adjustment: -2 to 0 dpt (using dioptic adjustment lever)
Viewfinder Information: Focus mark, picture frame, and parallax correction lines in the viewfinder; Green LED next to viewfinder eyepiece indicates AF in-focus, too-close warning, and single-spot AF in-focus; Red LED indicates flash ready, camera-shake warning, and red-eye reduction mode
Shutter: Programmed electromagnetically-driven shutter; also serves as diaphragm

Autofocus

AF Control: Evaluative Active System; single spot focusing possible; provided with infinity mode

Exposure Control

AE Control: Program AE using 3-zone metering system
Metering Range: (at ISO 100)
Flash-on mode: WIDE: 1/100 f/2.8 — 1/250 f/11 (EV 0.75 — 15); TELE: 1/100 f/6.6 — 1/250 f/27 (EV 12.25 — 17.5)
Flash-off/Slow-sync mode: WIDE: 2sec f/2.8 — 1/250 f/11 (EV 2 — 15); TELE: 2sec f/6.6 — 1/250 f/27 (EV 4.5 — 17.5)
Exposure Compensation: +1-stop automatic exposure compensation for backlit scenes if necessary

Film Handling

Film Speed Setting: ISO 25 — 3200; automatically set in 1-stop increments according to DX code; non-DX-coded film set to ISO 25.
Film Loading: Automatic, drop-in loading system with automatic blank frame advance for DX-coded film.
Film Winding: Automatic, single-frame or continuous shooting (1 fps) user selectable
Film Rewinding: Automatic at end of film, stops automatically when finished; mid-roll rewind possible
Frame Counter: 7-segment, 2-digit LCD display counts up during film winding and counts down during rewinding; warns of film loading failure

Flash

Built-in Flash: Automatic zooming flash coupled to lens zooming; equipped with red-eye reduction lamp
Guide Number: (at ISO 100) 39 — 82•ft/12 — 25•m
Flash Coupling Range: 2.6 — 19.7 ft/0.8 — 6.0 m (using ISO 100 color print film)
Recycling Time: Approx. 2.5 sec

Flash Firing: Flash-on and slow-sync modes user-selectable using shooting mode button

Other

Self-timer: Electronically-controlled 10-second delay timer activated by self-timer button; Red LED on front of body blinks during operation; Frame counter counts down indicating remaining delay time

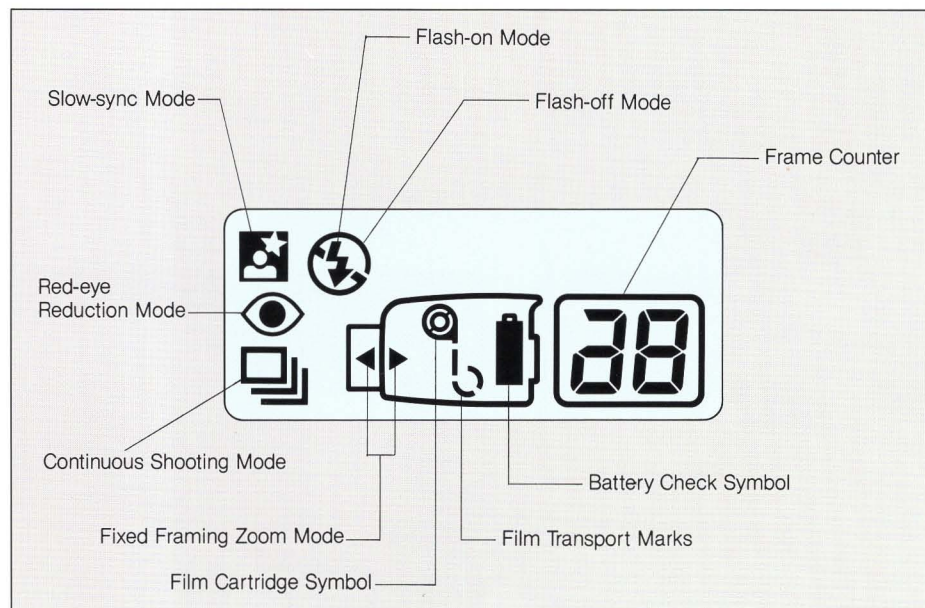
Power Source

Battery: One 6V lithium battery (2CR5)
Shooting Capacity: Approx. 35 rolls of 24-exp. film with 50% flash use
Battery Check: Three-step battery level indication on LCD panel: Lights → Blinks → Extinguished

Size

Dimensions: 3-15/16" (W) × 2-7/8" (H) × 6-1/8" (D)
(99.5 × 73.5 × 155.5 mm)
Weight: 21.3 oz. (605g) without battery

All data are based on Canon's Standard Test Method.
Subject to change without notice.



Canon