

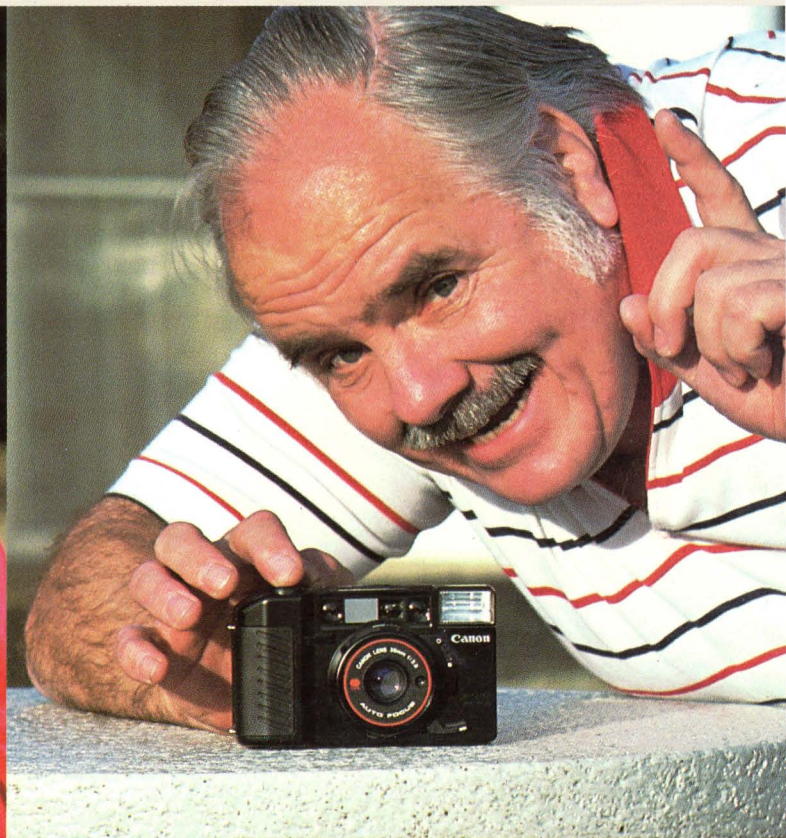
Canon[®] SURE SHOT

NEW



Worry-Free Photography

It's easier than ever with the new SURE SHOT!





Great 35mm pictures every time... The new SURE

With over 3 million sold, the popular, easy-to-use Sure Shot has been a big hit worldwide. Now, Canon makes fuss-free photography ever easier. Meet the amazing New Sure Shot—Canon's next generation compact AF camera. Just point it at your subject... and shoot. The sophisticated little new Sure Shot focuses, sets the exposure, and advances and rewinds the film automatically. No bother, no fuss. Why, it even loads film automatically. And lets you know when to use the convenient built-in flash. It's lightweight, compact, and designed for foolproof performance—the unique built-in power lens shield simply won't let you take a picture until you open it. You'll never miss a shot. And what great crystal-clear color photos you'll get, thanks to the beauty of 35mm film and the type of camera quality and reliability only Canon can offer.





SHOT is an absolute wonder!

Autofocus

Trust Canon's advanced photographic technology to take the fuss out of focusing. All you do is aim the camera.

Auto Exposure

No more fiddling with exposure settings. The Sure Shot's AE system automatically adjusts the camera for any lighting conditions.

Auto Wind

A built-in motor automatically advances the film to the next frame. You're free to concentrate on the subject.

Auto Rewind

A flick of your finger and the film is automatically rewound. It couldn't be simpler.

Auto Load

Just place the film leader on the take-up spool, close the back cover of the camera, press the shutter button, and the film will load itself.

Auto Flash

Simply push a switch and up pops the flash. All you do is shoot as you normally would.

Power Lens Shield

The built-in power lens shield locks the shutter button when closed. So you never accidentally shoot with the lens covered. A single switch electronically opens the lens shield.

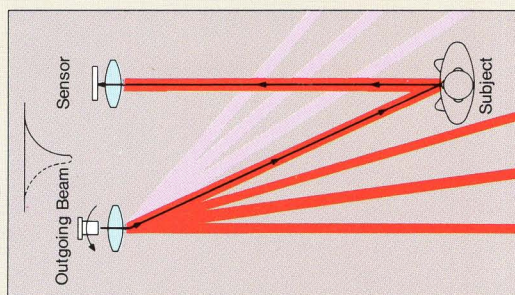
Energy-Saving, Compact Design

Amazingly slim and lightweight in spite of its many features, the Sure Shot allows easy one-hand operation. A variety of energy-saving features extend battery life.

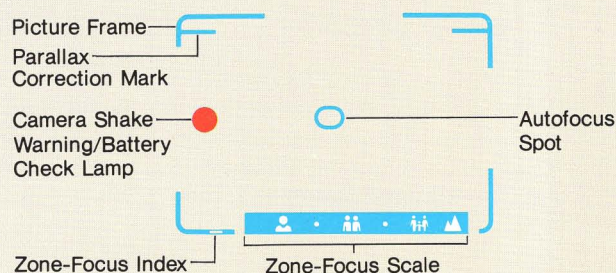
Canon's astounding autofocus system. It outperforms the human eye.



Canon's unique "active" autofocus system gives you precisely focused pictures every time, even in pitch darkness. The secret is a beam of infrared light which travels out of the camera to strike the first solid object it meets and returns to feed this "distance" information to the lens, which adjusts focus automatically. It sounds complicated, but actually takes place in just milliseconds, and unlike



other autofocus systems, consumes very little battery power. As long as your subject fills the autofocus spot in the viewfinder, you will never experience the disappointment of out-of-focus snapshots again.



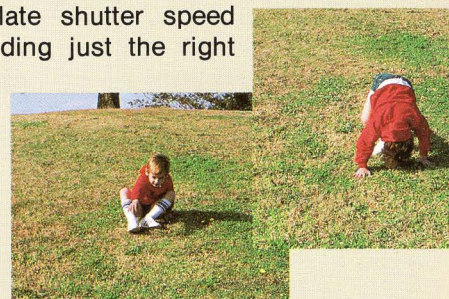
The viewfinder tells you everything.

The bright, easy-to-see viewfinder is a handy information source to double-check shooting and camera conditions. For instance, if you depress the shutter button halfway, a red light will warn you if it's too dark to shoot without a flash. Just pop up the flash, and you're ready to go. The red light also informs you of the condition of the batteries. The



Worry-free automatic exposure.

In every way, the new Sure Shot is simplicity itself to operate. All you do is set the film speed to anywhere from ISO/ASA 25 to 400, and the camera will automatically calculate shutter speed and aperture—providing just the right amount of light.



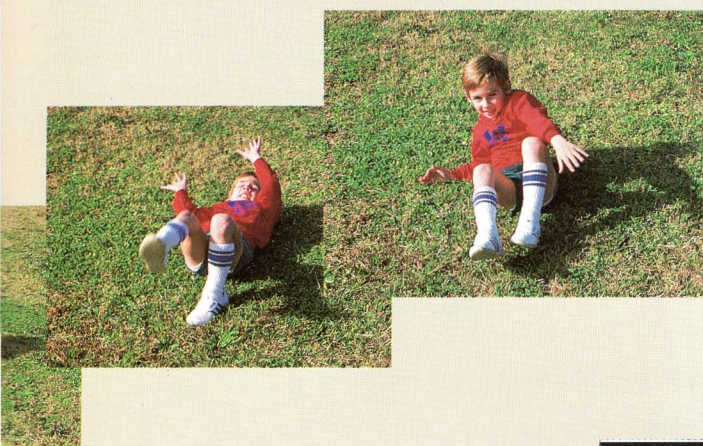
parallax correction marks are there to help you take close-up photographs (up to 90cm [3ft.]) and a zone focus scale is included to let you confirm the distance from you to your subject.

NEW



Built-in flash for anytime picture-taking freedom.

Tucked within the streamlined styling of the new Sure Shot is a pop-up flash that opens up a whole new world of picture-taking freedom. Now you can take great photos literally anywhere, anytime. If you decide there's not enough light or the red light in the viewfinder tells you there isn't, then simply press the flash switch and up pops the flash. In a few seconds, another light at the back of the camera will tell you it's ready to go. Now, all you do is point the camera and press the shutter button. Naturally, the dazzling little Sure Shot takes care of exposure and focusing, so you'll always get terrific pictures.



Use flash when shadows or the sun at your subject's back could cause bad exposure.





A prefocus lever for even greater flexibility.

The prefocus lever lets you position your subject off to the side or attain other creative framing techniques. Simply push down the lever and press the shutter button once you've covered your subject with the autofocus spot. Now reframe the scene, and shoot.

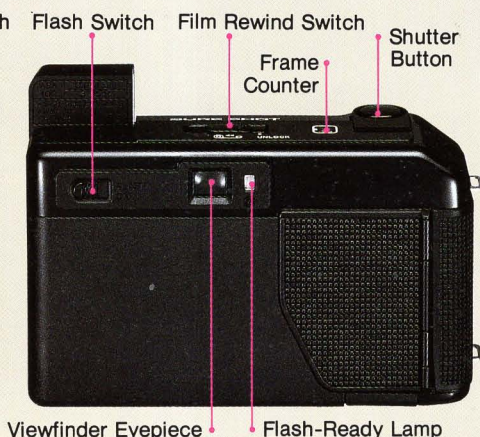
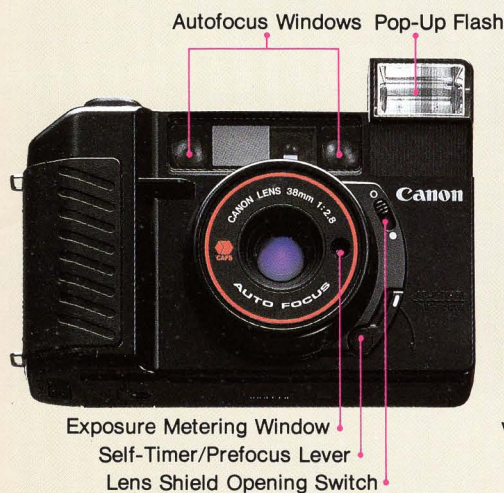


A self-timer puts you in the picture.

It's always nice to have yourself in the picture. With the Sure Shot, it's easy. Just press down the self-timer lever and the shutter release will be delayed 10 seconds. There's plenty of time for you to join your friends or family. The self-timer works equally as well with the flash.



NEW



The new Sure Shot— a joy to use! It's even economical.

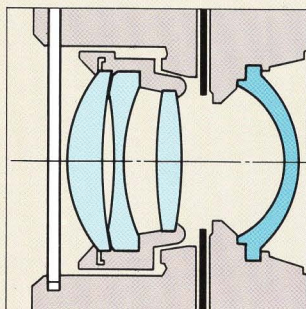


The newly designed Sure Shot is a true pleasure to use. Besides being light-weight and compact, it incorporates many thoughtful features to uncomplicate picture taking. The contoured body with non-slip grips fits easily into any hand. All controls and checks are conveniently located at the top of the camera. Even the shutter button offers "soft-touch" control to reduce camera shake. The action grip on the side of the camera greatly reduces the chances of your finger getting in the way of the lens or the autofocus windows. And, Canon has gone to extra lengths to reduce battery wear through a new power-saving design. Flash life has been tripled, while under normal use twice as many pictures can be taken without a change of batteries.

Stunning 35mm picture quality... Canon's new lens guarantees it!



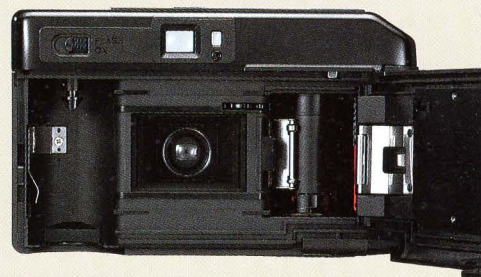
Canon is world famous for lens quality. And the new Sure Shot lens convincingly maintains this reputation. Specially designed for this great new Canon camera, it features a high-performance aspherical element and compact overall length. Not only does it provide exceptionally high quality 35mm pictures, but it helps make the new Sure Shot 13% lighter and substantially more compact.



New power lens shield... convenient and mistake-proof!



The more you look at the Sure Shot, the more you'll like it. For instance, everybody knows lens caps were made to be lost. So Canon decided to build the lens cap right into the camera. It's called a power lens shield. And it's much more than a thoughtful convenience. Because when the shield is closed, the shutter button is locked. So you won't lose either lens caps or photos.



Even film loading is automatic.

The new Canon Sure Shot is designed to be totally trouble-free. The new autoloader feature proves the point. Now, there's no fiddling, no fuss. Simply align the tip of the film leader with the mark in the film chamber, close the camera back, press the shutter button, and... Voilà! You know you've loaded the film correctly if the frame counter advances. What could be simpler?

Film advance and rewind? Let the Sure Shot do it.

Within a second of taking one picture, the Sure Shot is ready for another one. You'll hear the quiet whirr as the camera automatically advances the film to the next frame, but you don't have to do a thing. And when the film ends, the camera even cuts off the power to save batteries.

Rewinding is an automatic affair as well. A simple push of the unlock/rewind switch, and that's it. The camera winds the film back into the cartridge.



NEW

Canon

SURE SHOT



SPECIFICATIONS

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

Format: 24mm × 36mm

Lens: Canon 38mm f/2.8. Construction: 4 elements in 4 groups.

Lens Shield: Open position: shooting is possible. Closed position: shooting is impossible.

Focusing: Canon ACTIVE Autofocus system.

Shooting Distance Range: 0.9m (3 ft.) to infinity (∞).

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

Viewfinder: Bright frame finder with parallax correction frame for close focusing. Magnification: 0.45x. Information includes picture frame (1m [3.3ft.]—∞), parallax correction mark (0.9m—1m [3ft.—3.3ft.]), autofocus spot, zone-focus symbols. Viewfinder lamp (camera shake warning/battery check LED).

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

Back Cover: Opened by pressing back cover latch.

Film Advance: Winding is automatic by pressing and releasing the shutter button for shooting.

Film Rewinding: Automatic upon pressing unlock button and pushing film rewind switch. Indicated by frame counter.

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

Self-Timer: Delay of about 10 seconds activated by setting self-timer lever and pressing shutter button.

Automatic Exposure Coupling Range: EV6 (f/2.8 at 1/8 sec) to EV17 (f/16 at 1/500 sec) with ISO100/21°, ASA100 film.

Film Speed Scale: ISO25/15°, ASA25—ISO400/27°, ASA400

Built-In Flash: Pop-up type.

Guide Number: 12 (ISO100/21°, ASA100·m); 20 (ISO25/15°, ASA25·ft.)

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

Battery Life: Without flash, approx. 50 rolls of 36-exposure film. Using flash for each exposure, approx. 7 rolls of 36-exposure film. (Assumes use of new alkaline batteries at normal temperatures.)

Power Source: Two size-AA alkaline (LR6) or carbon-zinc batteries. Ni-Cd batteries cannot be used.

Dimensions: 125(W) × 75.5(H) × 46(D)mm;
(4-15/16" × 3" × 1-13/16")

Weight: 310g (10-15/16 oz.) without batteries.

Subject to change without notice.

Canon

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