

CODE NO.
C13-2311-201

DESCRIPTION
Canon Snappy 50
w/lens 35mm f/3.5
and built-in flash

Canon Snappy 50/20

C13-2301-201 Canon Snappy 20
w/lens 35mm f/4.5
and built-in flash
(Black)

C13-2302-201 Canon Snappy 20 (Red)
C13-2303-201 Canon Snappy 20 (Yellow)
C13-2304-201 Canon Snappy 20 (Blue)
C13-2305-201 Canon Snappy 20 (White)

The 35mm with Snap and Style



Snappy 50

Snappy 20



SPECIFICATIONS

Type "Snappy 50": 35mm lens-shutter camera with automatic film loading, automatic film advance, power film rewind, automatic exposure, and autofocus.

"Snappy 20": 35mm lens-shutter camera with automatic film loading, automatic film advance, power film rewind, and automatic exposure.

Format 24mm x 36mm

Lens "Snappy 50": Canon Lens 35mm f/3.5. "Snappy 20": Canon Lens 35mm f/4.5. Construction: 4 elements in 4 groups.

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

Focusing "Snappy 50": Canon ACTIVE autofocus system. "Snappy 20": Fixed focus.

Shooting Distance Range "Snappy 50": 1.3m (4.3 ft.) to infinity (∞). "Snappy 20": Pan focus; 1.5m (4.9 ft.) to infinity (∞).

Shutter Programmed electromagnetic shutter; also serves as diaphragm blades.

Viewfinder Reverse Galilean finder. Magnification: 0.45x. Viewfinder lamp (camera shake warning/battery check LED)

Back Cover Opened by pulling the back cover opening knob.

Film Loading Automatic film loading by aligning film leader with orange line in film chamber. Film is wound emulsion side in.

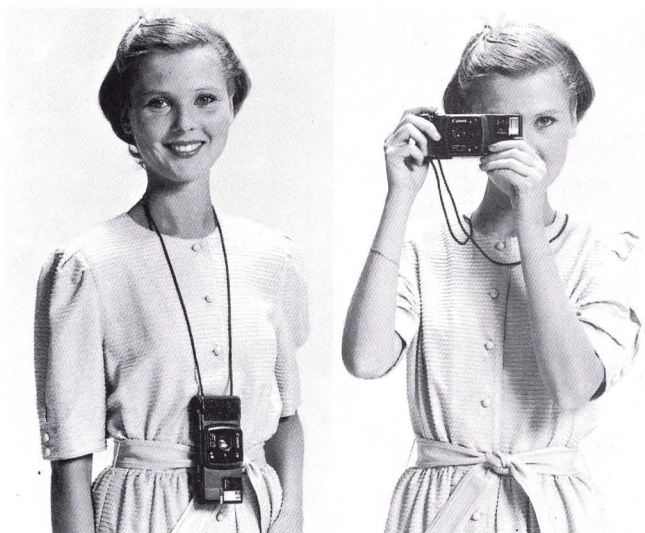
Film Advance Winding is automatic by pressing and releasing the shutter button for shooting.

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

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

Automatic Exposure Coupling Range "Snappy 50": EV 8.6 to EV

SELLING POINTS



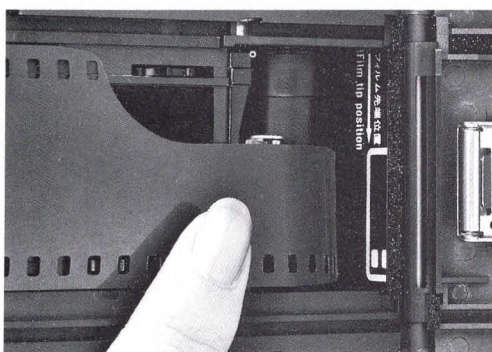
The Snappy 50 and Snappy 20 offer young people and first-time camera users a new approach to easy photography. These two cameras do away with the conventional image of cameras, combining a variety of body colors, automatic features, and new styling all in one compact, 35mm package.

The Snappy 50 and 20 were developed by Canon as follow-ups to the AF35M and AF35ML (known in North America as the Sureshot and Super Sureshot). More and more of your customers want easy, carefree photography. Snappy is the perfect answer.

The Snappy 50 and 20 are identical, with two exceptions. The Snappy 50 offers autofocus, while the Snappy 20 has a fixed focus f/4.5 lens. And, the Snappy 20 comes in five appealing colors: yellow, red, blue, white, and black. The Snappy 50 caters to a more mature audience with its dark grey body. Otherwise, both cameras have automatic loading, built-in flash, automatic winding and rewinding, automatic reset, and automatic exposure. What's more, the Snappy 50 and 20 are both caseless cameras, featuring a built-in lens shield and neckstrap. It's specialties like these that set the Snappy apart from the masses of compact cameras on the market today.



Opening the built-in lens shield



1. Built-in Lens Shield

A Canon exclusive and a good selling point for you. The built-in lens shield means your customers will never lose another lens cap again. With the lens shield closed, the shutter button locks automatically — a safety feature for error-free photography.

2. Built-in Neckstrap

Another distinct convenience feature by Canon. Carrying the camera is comfortable with this neckstrap, because it's made of soft yet durable cording. It is easily set to any length with the adjuster. And with the Snappy 20, the neckstrap comes color-coordinated with the camera body for an added fashion touch.

3. Snappy 50 Autofocus

The Snappy 50 incorporates the ACTIVE autofocus system much like that used in the AF35M. The IRED element beams modulated near-infrared light at the subject, then receives the light from the subject with an SPC receptor. The SPC receptor serves to set the camera for correct focus.

4. Auto Load

Loading 35mm film has been made incredibly simple. Just drop in the cartridge, match the film's tip with the orange line in the chamber, and snap the cover shut. Press the shutter button a few times; if the frame counter moves, it's certain the film has been loaded correctly.

5. Auto Wind and Rewind

The Snappy 50 and 20 automatically advance the film after each exposure. Coupled to the release of the shutter button, the cameras' automatic winding mechanism replaces the standard film winding lever.

— continued on back cover —

15 with ASA 100. "Snappy 20": EV 9.3 to EV 15 with ASA 100.
ASA Film Speed Switch ASA 100 & ASA 400.

Built-in Flash Switches to flash photography by sliding the flash switch.

Guide Number 11 (ASA 100-m)

Flash Shooting Distance "Snappy 50": 1.3m to 4.5m (app. 4-1/2 to 15 ft.) with ASA 100 or ASA 400.

"Snappy 20": 1.5m to 4m (app. 5 to 13 ft.) with ASA 100. 2.7m to 8m (app. 9 to 26 ft.) with ASA 400.

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

Battery Life (Using new alkaline batteries at normal temperatures)
 Without flash: approximately 30 rolls of 36 exposure film. Using flash for each exposure: approximately 5 rolls of 36 exposure

film.

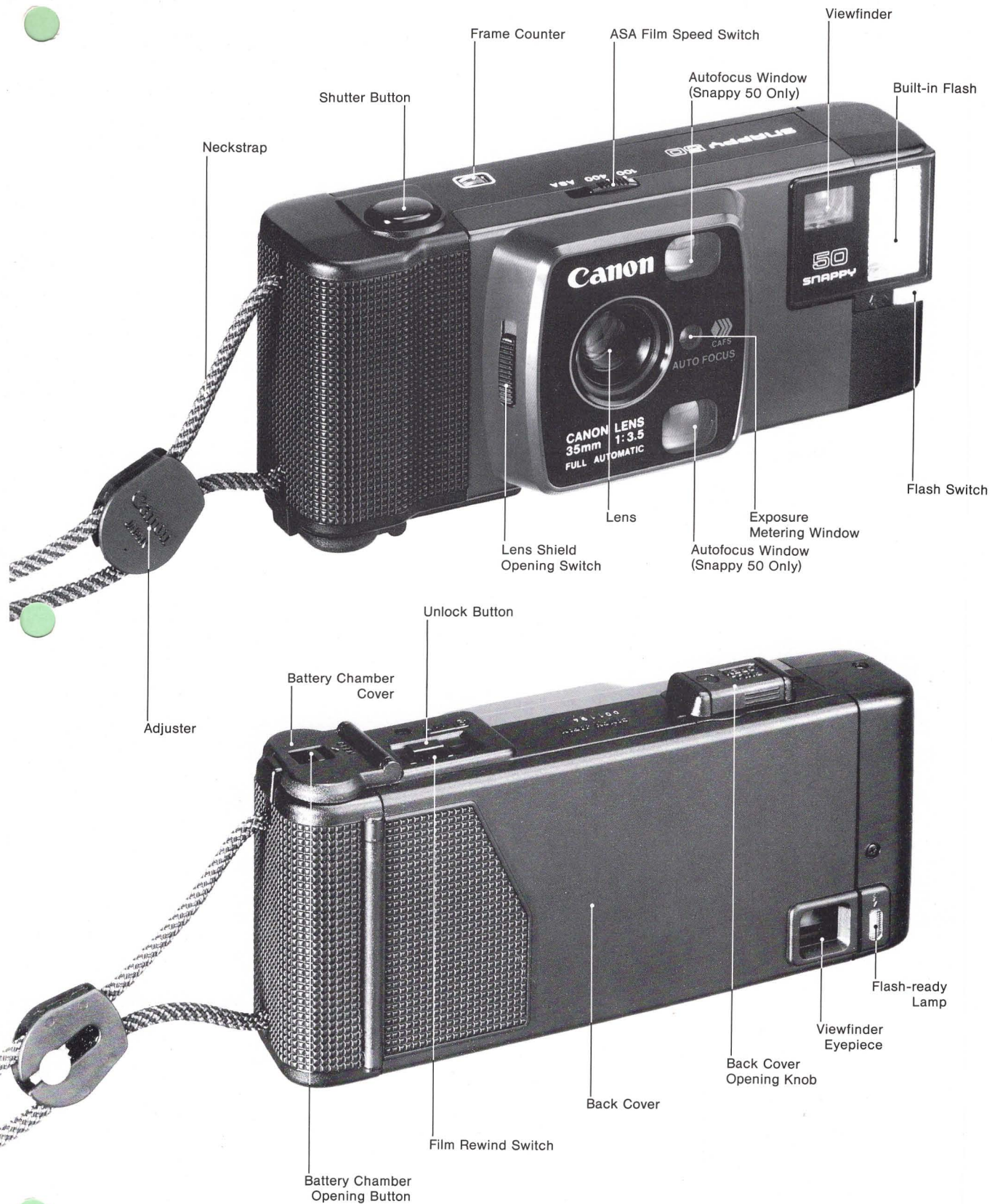
Power Source Two size AA 1.5V alkaline or carbon-zinc batteries. (Ni-Cd batteries cannot be used.)

Dimensions 148.2 (W) x 58.3 (H) x 43.6 (D) mm (5-5/16" x 2-5/16" x 1-11/16")

Weight "Snappy 50": 247g (8-11/16 oz.) without batteries.
 "Snappy 20": 237g (8-3/8 oz.) without batteries.

Subject to change without notice.

NOMENCLATURE



SELLING POINTS

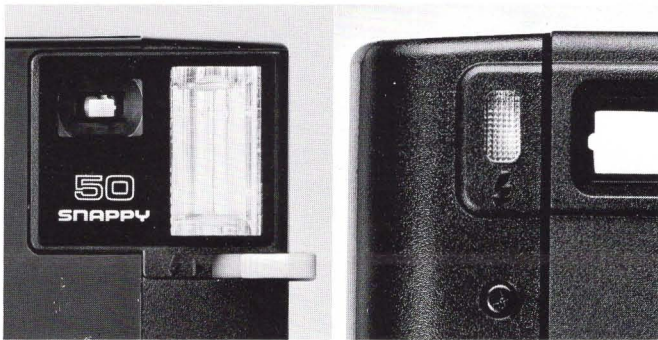
Automatic rewinding is equally effortless. In just seconds, the film is rewound by the camera's battery-powered motor. And it's all done at a single touch, a feature your customers get only with Canon. Rewind stops by itself, and reset is automatic, too.

6. Auto Exposure

Programmed automatic exposure ensures clear, bright pictures with the Snappy 50 and 20. Set the ASA switch to 100 or 400 and depress the shutter button halfway. As long as the viewfinder lamp (LED) doesn't light, exposure will be correct. This kind of simplicity makes the Snappy great for grab shots.

7. Built-in Flash

Built-in flash means the Snappy 50 and 20 are round-the-clock cameras. When the viewfinder lamp starts blinking, simply slide out the flash switch, wait for the ready-lamp to give the go-ahead, and shoot. The Snappy 50's flash automatic mechanism adjusts the aperture for proper exposure, while the Snappy 20 performs all flash photography at f/4.5. In either case, your customers will love the consistently good results they get with Snappy flash.



Snappy 50/Autofocus



Snappy 20/Black



Snappy 20/Red



Snappy 20/Yellow



Snappy 20/Blue



Snappy 20/White

