

CODE NO.
C-13-2032

DESCRIPTION
Canon New Sure Shot
w/lens 38mm f/2.8
and built-in flash
in case

Canon  **SURE SHOT** 



Worry-Free Photography

It's easier than ever with the new 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 (3ft.) 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.)

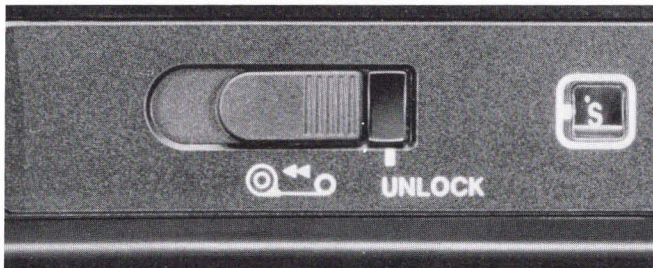
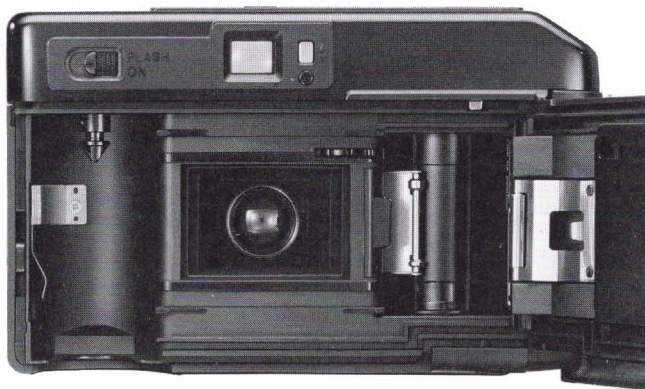
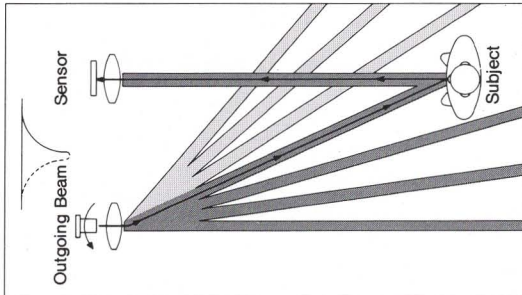
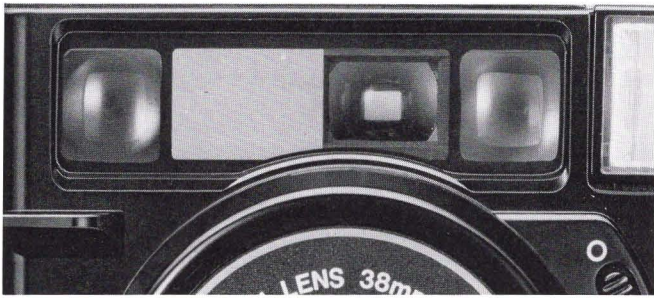
Power Source: Two size-AA alkaline (LR6) or carbon-zinc batteries. Ni-Cd batteries cannot be used.

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

Weight: 300g (10-9/16 oz.) without batteries.

Subject to change without notice.

SELLING POINTS



The Canon Sure Shot introduced a new age of picture-taking ease to camera lovers worldwide. It fast became a leader in the compact camera market because it let everyone in on the fun of taking great, high quality 35mm photos with minimum fuss or bother. As a follow-up to this huge success, Canon is pleased to introduce the new Sure Shot compact camera. It not only incorporates all the great features of the previous model, but also includes a number of technical innovations that make it lighter, more compact, and even easier to operate.

Autofocus

The new Canon Sure Shot uses the same unique autofocus system which proved to be so successful in the original model. The Canon Active Autofocus System (CAFS) allows picture-taking under any lighting conditions, even pitch darkness. When the central area in the viewfinder covers the subject, just press the shutter button to get a sharp, precisely focused picture. The Infrared Emitting Diode (IRED) does all the work, instantly sending out an infrared beam which strikes the subject and returns to the sensor in the camera. This distance information is then used to focus the lens.

Automatic Exposure

Another successful carry-over from the original Sure Shot. Because the camera makes all exposure adjustments automatically, the user doesn't have to give shutter speed or aperture settings a single thought. If it is too dark for normal picture-taking, a red lamp inside the finder informs that the pop-up flash must be used. The only thing to remember is to set the film speed on the camera before shooting.

Automatic Loading

This new feature greatly simplifies a task that used to make operating a camera tricky for beginners. Now, instead of intricate threading and winding, only a few quick steps are necessary: pull the film across to the orange line in the film chamber, close the back cover, and press the shutter button. Now check the frame counter; if it moves, it's certain that loading has been accomplished correctly.

Automatic Wind/Rewind

Autowind and rewind were another winner in the original model, so Canon maintained this system while also making a few important changes. Just as before, the new Sure Shot has a built-in motor that advances the film to the next frame the instant after shutter release. Manual winding is completely unnecessary, and the absence of a film advance lever reduces bulk.

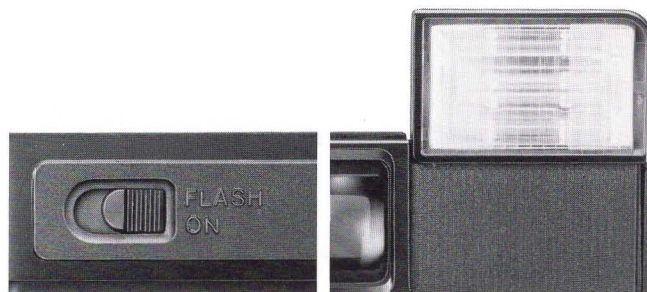
As soon as a roll of film reaches its end, the motor shuts off automatically to save valuable battery power. So even if the user forgets to rewind the film immediately, the batteries won't become needlessly drained.

The automatic rewind system in the new Sure Shot has also been upgraded. Now, instead of having to depress a button on the bottom of the camera and then yet another one on the top, film rewind is activated by a single push of the all-in-one unlock/rewind switch.

SELLING POINTS

Automatic Flash

One of the handiest things about the original Sure Shot was its built-in, pop-up flash. It could be used for indoor snapshots when light was low, or outdoors as a fill-in when dark shadows or strong backlighting threatened to underexpose the subject. Your customers can expect the same versatility and pleasing results from the new Sure Shot. Of course, the flash sync speed and lens opening are automatically adjusted for proper exposure. For best results, make sure that the subject is between 90cm and 4.5m (about 3–15 ft.) away from the camera.



Power Lens Shield

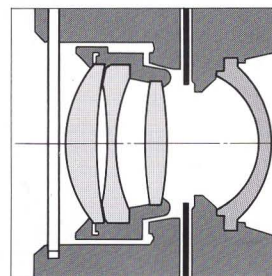
A common customer complaint: When you remember to remove the lens cap, you seem to lose it. Or worse, you forget to remove it at all, and end up with blank shots instead of the prize shots you were counting on.

In the new Sure Shot, both of these problems are taken care of. The power lens shield is built-in, so it can't be lost. And since it is electrically coupled to the shutter release, it's impossible to operate the camera unless the lens is uncovered. The camera is turned on when the shield is opened, and off when it's closed.



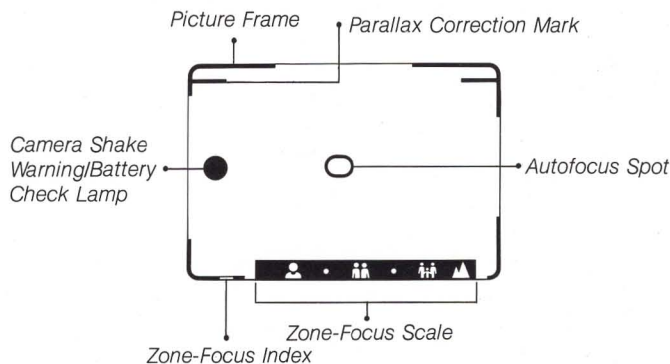
All-New Lens

The lens used in the new Sure Shot has been designed for greater compactness and maximum performance. It has a practical 38mm focal length, yet due to an aspherical element does not protrude from the camera body. The aspherical element also contributes to the outstanding image sharpness and picture quality that can be expected from this camera.



Viewfinder

The bright viewfinder provides just the right amount of information for easy operation. A red lamp blinks to the left of the viewfinder to indicate various trouble spots—camera shake, weak batteries, or insufficient light. Parallax correction marks will help prevent cut-off faces when taking close-up portraits. At the center of the finder is an autofocus spot while at the base, the zone-focus index gives a rough confirmation of focusing distance upon shutter release.



Energy-Saving Design

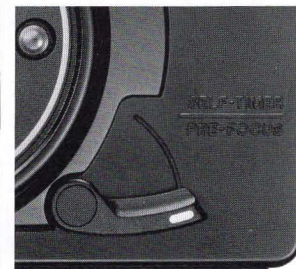
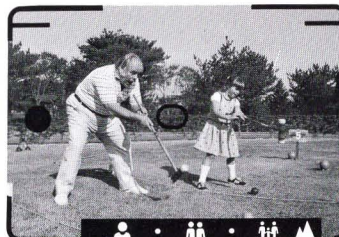
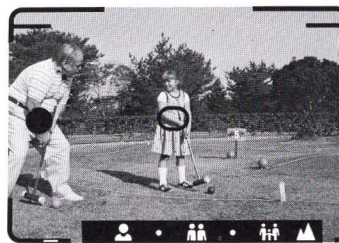
A major goal when designing the new Sure Shot was to achieve maximum energy efficiency. To relieve the expense and bother of frequent battery changing, Canon improved the efficiency of the motor, reduced the amount of charging load required by the shutter and AF mechanisms, and developed a system whereby the motor shuts off automatically when the film end is reached. Through these improvements your customers can expect a set of LR6 batteries to last about twice as long as it would have with the original model.

Prefocus/Self-Timer

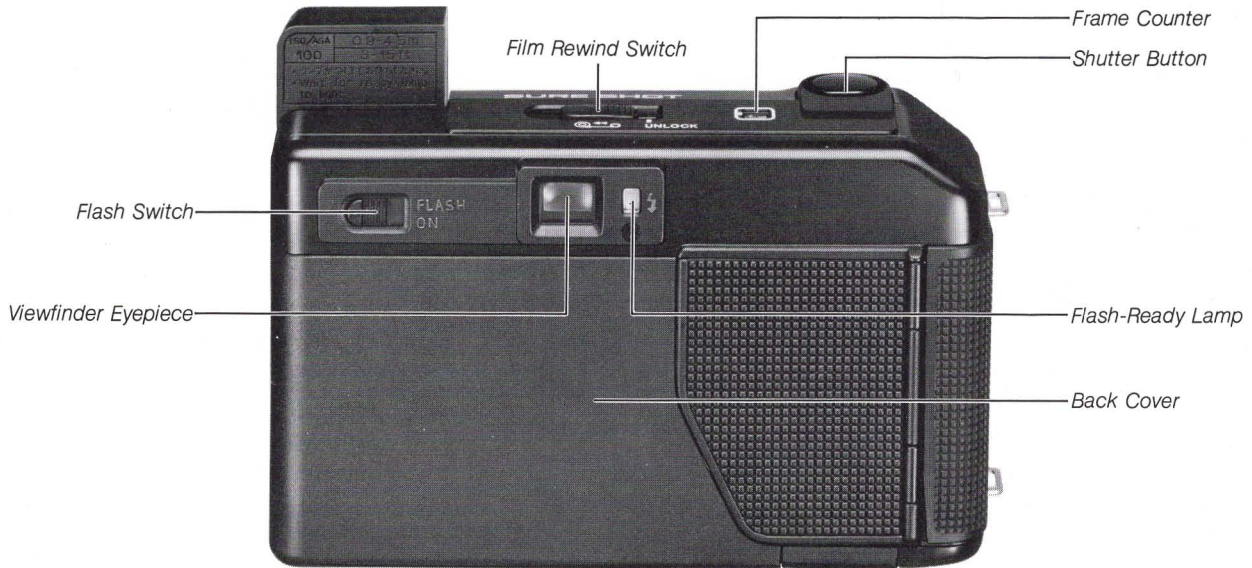
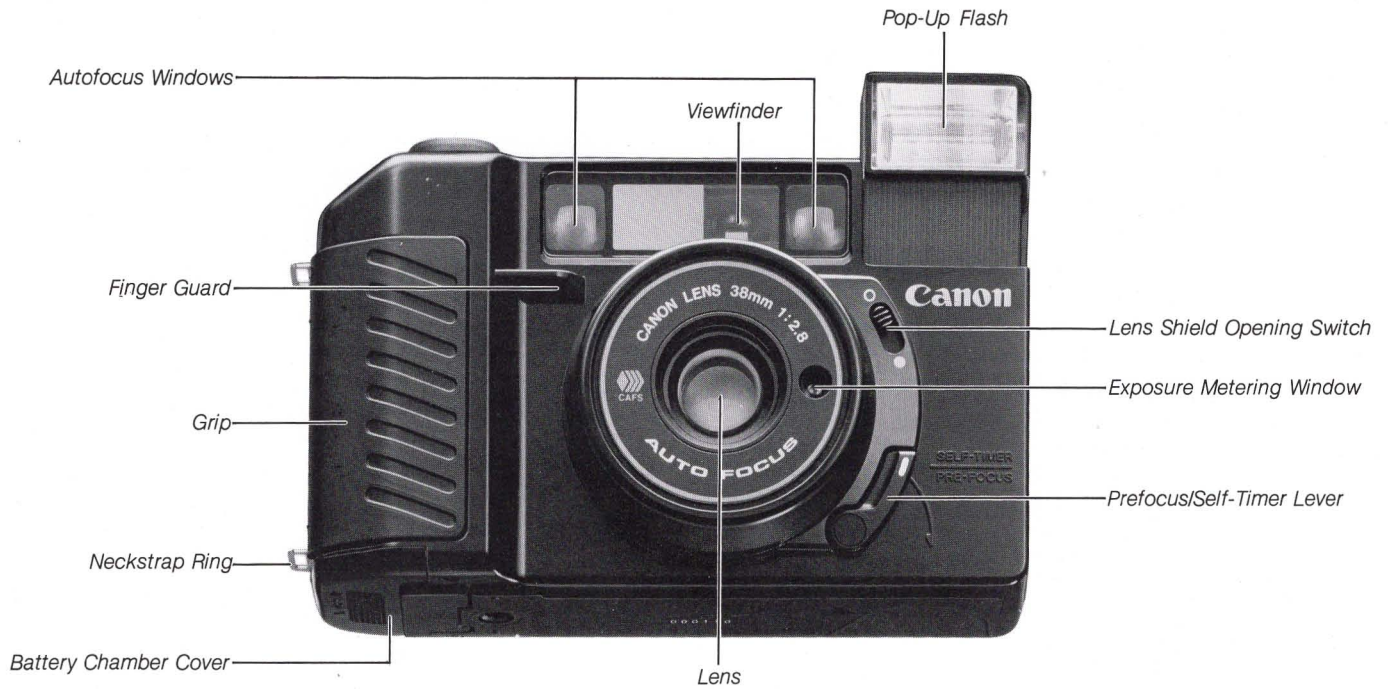
Chances are, people won't always want to place their subject right in the middle of the picture. This is when the prefocus lever will come of use. Here's the simple procedure: Push down the lever and point the camera so that the main subject is covered by the autofocus spot. Press the shutter button once, and then reframe the picture as you like. Finally, press the shutter button again. The camera will have "memorized" the focus.

The prefocus lever also works as the self-timer. By pushing down the lever and pressing the shutter button, shutter release will be delayed for 10 seconds, so that the photographer has enough time to get into the picture.

In case it won't be needed after all, the prefocus/self-timer lever can now be cancelled—even after it has been activated.



NOMENCLATURE



ACCESSORIES



CODE NO.	DESCRIPTION
C46-1171	Case for New Sure Shot
C56-1281	Neck Strap 14 for New Sure Shot