

you can
Canon

PowerShot G3

Making advanced techniques look effortless.



Experiment. Invent. Let go.

It's all up to you with the new PowerShot G3. A digital camera destined to capture your imagination as well as super-sharp images. The secret behind the new PowerShot G3 isn't just one innovative feature. It's the intuitive way all of its advanced technology works together to make tricky shots look simple.

Pick any one of an almost endless combination of shooting modes to get it just right - from complete control to full automatic mode. Add accessories from a wide selection and see what you can really do. Get right into the action with a powerful 4x optical zoom, and admire realistic images.





The PowerShot G3 effortlessly links up with the latest image management technology. It is compatible with PC and Mac software allowing for fast, accessible image manipulation. With Direct Print you can also print directly from your camera and see your photos appear in seconds.

The PowerShot G3 is fast and powerful, and with over 60 years of Canon know-how packed into its sturdy shell, when you need performance, it's yours. It is a complete digital image machine, built to handle almost any situation with ease. Are you ready?

Stay sharp.

The PowerShot G3 is intuitive enough to understand that every image is a new creation. It captures exactly what you see. Not just colour, light and shade, but the whole picture. The mood, the feeling, the memory. It does this by making sure that every element of its digital camera technology works together in the most effective and efficient way possible.

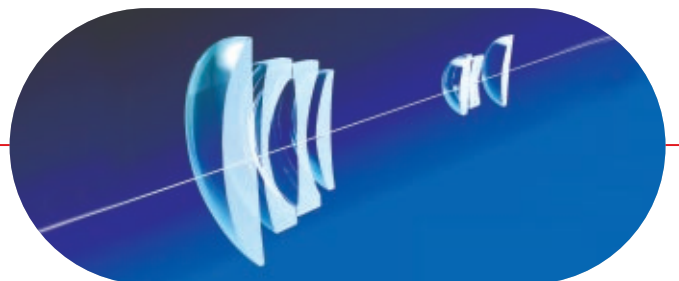
LENS TECHNOLOGY

Canon has obtained more patents on zoom lenses than any other manufacturer. That's why the PowerShot G3 lens is in a league of its own. It is a super-quick, high-resolution 4x optical zoom lens (f2.0 - 3.0) with a focal length of 7.2 to 28.8 mm (35 - 140 mm equivalent in 35 mm format). This gives you a larger zoom range and a faster aperture, especially useful in low light conditions. Also, there's no step drop in resolution when you cross over to the digital zoom function. It's a completely smooth ride.

Precision construction and a combination of 8 elements in 7 groups allow for extremely fast focusing and crystal clear images.

SENSOR TECHNOLOGY

Like you, the PowerShot G3 has an eye for detail. With its 4.0 Megapixel CCD sensor providing greater image sensitivity and an exact reading of every scene. Images stay sharp, even when printing up to A3.



PROCESSING TECHNOLOGY

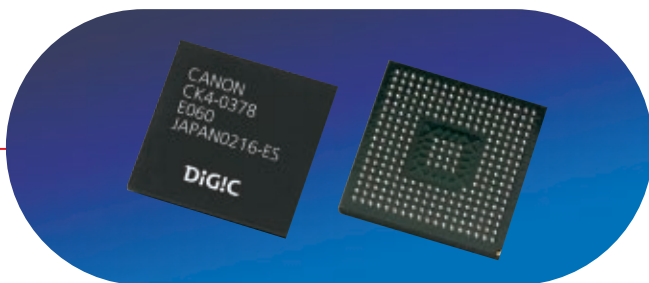
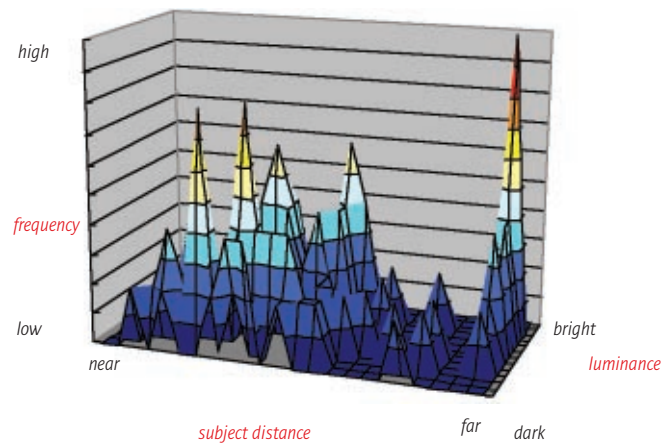
To be the best at what you do, you have to have an edge. Canon calls it DIGIC (DIGital Imaging Core) - the digital heart of the PowerShot G3.

This new, high-performance data processing unit combines Image Control, Signal processing, Auto Exposure (AE), Auto Focus (AF) and Auto White Balance (AWB) functions, JPEG compression, Compact Flash Card Control and LCD monitor display. This gives you enhanced colour reproduction and faster processing of images (useful for continuous shooting).

iSAPS TECHNOLOGY

By combining Canon's unique knowledge of shooting tendencies with years of research, the PowerShot G3 can now make digital representations of the outside world with iSAPS (intelligent Scene Analysis based on PhotoSpace).

This advanced image evaluation technology quickly analyzes each new scene based on zoom position, luminance and brightness. iSAPS allows faster auto-focusing, accurate auto-exposure and precise auto white balancing to give you images just as you remember them.



Explore the possibilities.

Art? Reality? Snap happy? You decide, with different modes offering you everything from complete creative control to barely having to lift a finger. The PowerShot G3 contains a full set of scene-based and creative shooting modes, as well as a custom mode where you can set and store parameters to suit your photographic style.



*Shutter speed priority
for capturing motion.*

What's more, the PowerShot G3 has separate shutter and aperture functions, offering you extensive manual control in a digital camera. Open shutter, closed aperture, less light for longer – whichever you choose, your options are wide open.

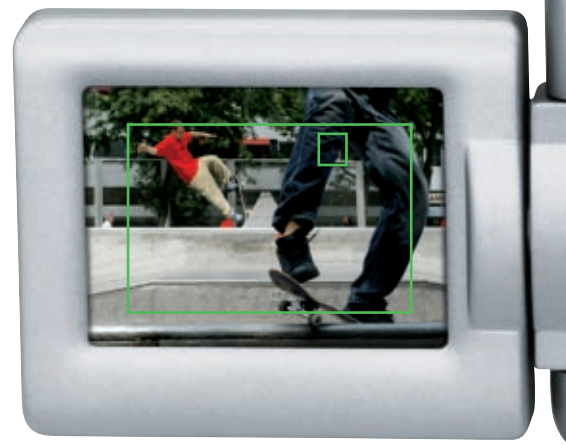
THE CREATIVE ZONE

Here, you're the boss. With separate shutter and aperture functions – Av for aperture priority shots and Tv for shutter priority shots – you even have full manual control. You can also set your own custom modes for shooting and storing your settings exactly as you like.

PROGRAMMED IMAGE CONTROL (PIC) ZONE



In the PIC Zone you can set the PowerShot G3 for specific compositions. Select from portrait shot, landscape, night scene, Stitch Assist or movie mode. You can also work freely within these set operating modes with consistent results.



FlexiZone AF/AE
CONTROL

FLEXIZONE AF/AE

With FlexiZone AF/AE you can move your auto-focus point to focus on almost any part of your chosen subject area. Exposure is then automatically adapted to ensure absolute image clarity based on your selected focus area.



AUTO ZONE

Don't feel like making adjustments every time you shoot? In the Auto Zone impressive images are effortlessly created with AE, AF and AWB.

RAW MODE

RAW Mode enables image data to be recorded with loss-less compression and therefore no reduction in quality. After uploading it to your PC you can manipulate and edit as you like. The PowerShot G3 also lets you save an image as a RAW file even when shooting in jpeg. Making sure your once-in-a-lifetime shots can be stored and retrieved 100%.



Focus in front.

FOCUS BRACKETING

Focus bracketing is the PowerShot G3's way of anticipating your demands. The camera automatically takes three shots of a subject, changing focus between the three. Especially useful for Macro photography.



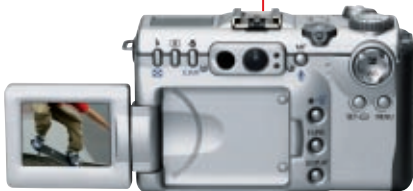
Focus behind.



Normal focus.

See things from a new angle.

Down low, up high, pictures of yourself? You can now shoot from almost any angle with the manoeuvrable, high-resolution PowerShot G3 LCD screen.



Flexible LCD Screen. Set the angle to suit your shot.

You won't struggle to put your finger on what it is that makes the PowerShot G3 such a pleasure to use - it's the new jog dial. Combined with the accessible Function button, it makes navigating through the PowerShot G3's many creative options a breeze. You can also access additional features effortlessly on the user-friendly menu screen. No problem.

Ergonomic handgrip. Get hold of every composition.



Push your limits.

The PowerShot G3 is compatible with a host of accessories you can put to the test, or be tested by. The Macro Twin Lite MT-24EX, for example, gives softer, more even light distribution for Macro close-up shooting. The rest of the Speedlite EX flash series ensures that you can always get the lighting right for your shot.

A range of innovative accessory lenses are also ready for everything from extreme close-ups to wide-angle shots. The possibilities to stretch your creative boundaries are endless.

*Dedicated Tele Converter
brings things even closer.*



COMPATIBILITY CHART



POWER SUPPLY

BATTERY

RECHARGEABLE BATTERY

BP-511	Li-ion Video acc.
BP-512	Li-ion Video acc.

AC POWER SUPPLY KIT

AC ADAPTER

CA560	Video acc.
CR560	Car Batt. Video acc.

INTERFACE CABLE

AUDIO/VIDEO CABLE

AVC-DC100	AV Cable
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PC INTERFACE CABLE/ADAPTER

DIRECT PRINT INTERFACE CABLE

DIF-100	connection to CP-10/CP-100
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CAMERA CASES

SOFT/HARD CASE

SOFT CASE

SC-DC10

OTHER ACCESSORIES

SPEEDLITE

220EX	EOS acc.
380EX	EOS acc.
420EX	EOS acc.
550EX	EOS acc.
MR-14EX	Macro Ring Lite / EOS acc.
MT-24EX	Twinlite / EOS acc.
ST-ER	Speedlite Transmitter

CONVERSION LENS

WC-DC58N	Wide Conv.
TC-DC58N	Tele Conv.
LA-DC58B	Lens Adapt.
250D 58mm	Close up / EOS acc.

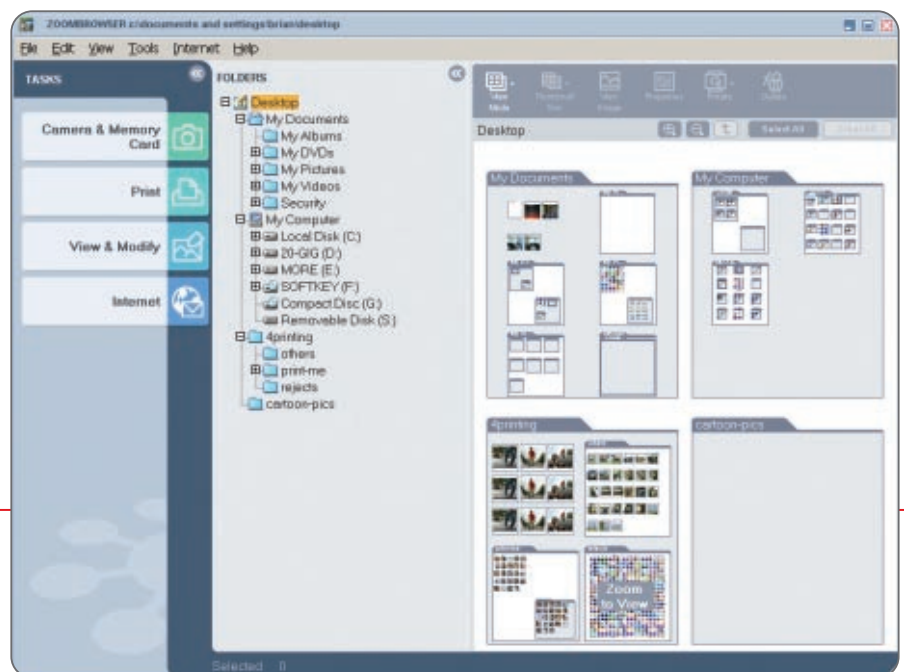
REMOTE SWITCH

WL-DC100	Wireless
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Keep improving.

With the new PowerShot G3 there's just no stopping. Its companion software makes image management and manipulation easier than ever before. You can rotate, resize or crop images quickly and easily, add text, change contrast, and apply filters. In short, you can do almost anything you like with the new ZoomBrowser EX 4.0 user interface.

With PhotoStitch you can make large panoramas. Create a 360 degree view from the top of a mountain, or show an expansive piece of architecture as if you were standing right in front of it. It just keeps getting better.



*The new
ZoomBrowser EX 4.0
user interface.*

Show the world.

Simply connect your PowerShot G3 to any Canon Bubble Jet Direct Printer, or any Canon Card Photo Printer and get glossy images direct from your camera. You can even crop to your liking right there and then. So if you're in another country, or just in a hurry, you can print instantly without a PC. Exif Print compatibility is now also standard with the PowerShot G3. This new file format stores more detailed digital information for truer to life prints.

So, why wait? Connect, select, print and show what you can do, today.



1 CONNECT



2 SELECT

3 PRINT



POWERSHOT G3 SPECIFICATIONS

CCD: Size: 1/1.8 inch Effective Number of Pixels: Approx. 4.0 M Pixels (2,308 x 1,712) Total Number of Pixels: Approx. 4.1 M Pixels (2,384 x 1,734) Filter Array: Primary Colour Filter	Continuous Shooting: High speed: Approx. 2.5 images / sec (shooting speed can be maintained up to 14 images) Normal: Approx. 1.5 images / sec (shooting speed can be maintained up to 14 images) [Large/Fine mode, when LCD monitor is turned off]								
Image Processor: DIGIC	Image File Format: Design rule for Camera File system, Digital Print Order Format [DPOF] Version 1.1 compliant								
Lens: Focal Length (optical): 7.2 (W) - 28.8 (T) mm (35mm film equivalent: 35 - 140 mm) Maximum Aperture: F2.0 (W) / F3.0 (T) Construction: 8 elements in 7 groups (2 aspherical elements)	Image Recording Format: Still image: JPEG (Exif 2.2 [Exif Print] compliant) or RAW Movie: AVI [Image data: Motion JPEG, Audio data: WAVE (monaural)] Sound annotation: WAVE (monaural)								
Digital Zoom: Approx. 3.6x [Maximum 14x digital zoom is available combined with optical zoom]	JPEG Compression Levels: Super-Fine, Fine or Normal								
Focusing Method: TTL auto-focus (Continuous or Single) FlexiZone AF/AE or Centre Point AF lock, Manual focus and Focus Bracketing are available	Recording Pixels: <table border="1"> <thead> <tr> <th>Still Images:</th> <th>Large: 2,272 x 1,704</th> </tr> </thead> <tbody> <tr> <td>Medium 1:</td> <td>1,600 x 1,200</td> </tr> <tr> <td>Medium 2:</td> <td>1,024 x 768</td> </tr> <tr> <td>Small:</td> <td>640 x 480</td> </tr> </tbody> </table>	Still Images:	Large: 2,272 x 1,704	Medium 1:	1,600 x 1,200	Medium 2:	1,024 x 768	Small:	640 x 480
Still Images:	Large: 2,272 x 1,704								
Medium 1:	1,600 x 1,200								
Medium 2:	1,024 x 768								
Small:	640 x 480								
Focusing Range: Normal AF: 50 cm - infinity Macro AF: 5 cm (W) / 15 cm (T) - 50 cm Manual Focus: 5 cm (W) / 15 cm (T) - infinity	Movie Images: Large: 320 x 240 Small: 160 x 120								
Light Metering Method: Evaluative / Centre-weighted average / Spot metering	Other Operations: Playback Operations: Single / Multi / Movie (sound track can be played back with built-in speaker) / Slide Show / Magnify (2x - 10x) / auto vertical and horizontal image orientation with Intelligent Orientation Sensor File Operations: Single Erase / All Erase / Protect / DPOF Marking / Transfer Order Marking / CF Card Formatting / Sound Direct Printing CP-10 / CP-100 / S820D / S830D / S530D Annotations / Movie Editing: Camera Settings 'My Camera' customisation (Start-up image, Start-up sound, shutter sound, operation sound, self-timer sound), Date/Clock, LCD Menu Languages [English, French, German Italian, Spanish, Dutch, Swedish, Norwegian, Danish, Finnish, Japanese, Chinese]								
Exposure Control Method: Programme AE, Shutter priority AE, Aperture-priority AE and Manual. AE Lock is available	Other Features: Self-timer: 2 or 10 seconds (or Off with wireless controller) Signal Sound: Camera Status and Warnings Wireless Control: Shooting and Playback Remote Capture from PC: Available with USB interface only (exclusive software is supplied)								
Exposure Compensation: +/- 2.0EV [at every 1/3-stop] Auto Exposure Bracketing (AEB) is available	Interface: USB (Normal / PTP) Audio/Video Output (PAL or NTSC selectable) CompactFlash™ Type I & II (Microdrive compatible)								
White Balance Control: TTL White Balance	Supported Operating Systems: PC: Windows 98 (inc. SE)/ME/2000/XP Mac: OS 8.6 to 9.2 & OS X v10.1								
White Balance Modes: Auto, 6 presets [Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent High, Flash], and Custom 1 & 2	Power Source: Camera: BP-511 / BP-512 Li-ion rechargeable battery*, AC adapter* and Car battery adapter Date/Clock backup: CR2016 lithium battery *BP-511 Li-ion rechargeable battery and AC adapter are supplied.								
Shutter Speed: 15 - 1/2,000 sec Slow Shutter of 1.3 sec and more, available in Manual and Tv modes only, operate with noise reduction	Operating Environment: Temperature: 0 - 40 °C Humidity: 10 - 90 %								
Equivalent Film Speed: Auto, ISO 50 / 100 / 200 / 400	Weight: Approx. 410 g [excluding batteries and CF card]								
Viewfinder: Real-image zoom viewfinder (with dioptre correction)	Dimensions (W x D x H): 121 x 73.9 x 69.9 mm [excluding protruding parts]								
LCD Monitor: 1.8" Low-temperature Polycrystalline Silicon TFT Colour LCD (100% coverage)	All data is based on Canon's standard testing methods. Subject to change without notice. Some images are simulated for clarity of reproduction.								
Built-in Flash: Flash Range: 0.7 - 5.0 m (W), 0.7 - 4.0 m (T) [at ISO 100 equivalent]									
Flash Modes: Auto, On/Off (Red-eye reduction On/Off) [Slow sync and 1 st or 2 nd curtain sync can also be selected]									
Flash Exposure Compensation: + / - 2.0EV (at every 1/3-stop) FE Lock and manual flash power adjustment is available									
External Flash Support: Canon Speedlite 220EX, (380EX), 420EX, 550EX, Macro Ring Lite MR-14EX, Macro Twin Lite MT-24EX, Speedlite Transmitter ST-E2									
Shooting Modes: Auto, Creative Zone (Program, Tv, Av, Manual and Custom 1 & 2), Programmed Image Control Zone (Portrait, Landscape, Night Scene, Stitch assist* and Movie). * Stitch assist mode integrates with supplied PhotoStitch software Photo Effects Mode: Vivid / Neutral / Low Sharpening / Sepia / Black & White / Custom Interval shooting: In increments of 1 - 60 min. for up to 100 shots (depending on CF card capacity)									

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