

PowerShot A480

10.0 MEGA PIXELS
3.3x OPTICAL ZOOM
2.5" LCD



DiGiC III

Impeccable Style and Value.

- Compact design—simple with smooth curved edges in 4 fun colors: Red, Blue, Silver and Black.
- 10.0 Megapixel digital camera and 3.3x Optical Zoom make it a breeze to print large size images with clarity and detail.
- **DiGiC III** Image Processor ensures sharp images and improved functionality.
- Enhanced Canon Face Detection Technology automatically sets focus, exposure, flash and white balance for greater shooting freedom.

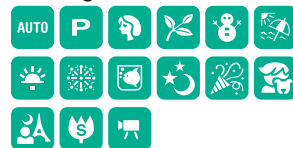
From its gentle curves to its smooth edges, the simple sophistication of the PowerShot A480's streamlined design makes it unforgettable. Yet this is a camera that will captivate you with its powerful performance and amazing value.



Basic Features and Functions



Shooting Modes



Supplied Accessories • PowerShot A480 Body • AA-size Alkaline Battery (x2) • SD Memory Card SDC-128MB • Wrist Strap WS-800 • Digital Camera Solution CD-ROM • USB Interface Cable IFC-400PCU** • AV Cable AVC-DC400**



** Also available as optional accessory.

POWERSHOT ICON CHART

PowerShot Features

DIGIC 4 DIGIC 4	DIGIC III DIGIC III	CMOS CMOS Sensor	iSAPS iSAPS	Optical Image Stabilizer
UA Lens	RAW RAW	NR Noise Reduction	DIGITAL TELE CONVERTER Digital Tele Converter	VGA 30 FPS VGA 30 fps Movie
HD Movie	16-BIT AUDIO 16-bit Audio	STEREO SOUND Stereo Sound	Blink Detection	Motion Detection
Face Self-Timer	Face Detection	Red-eye Correction	Multi-Point AiAF	FlexiZone AF/AE
MF Manual Focus	AEB Auto Exposure Bracketing	CONTINUOUS SHOOTING AF Continuous Shooting AF	Continuous Shooting	My Colors
16:9 WIDESCREEN 16:9 Widescreen	NIGHT DISPLAY FUNCTION Night Display Function	Flash Exposure Compensation	Manually Adjustable Flash	Safety Shift
SAFETY ZOOM Safety Zoom	WB SELECT White Balance Selector	ISO ISO	WIDE ANGLE Wide Angle Lens	Intelligent Orientation Sensor
HISTOGRAM Histogram	RT HISTOGRAM Real-Time Histogram	Movie Editing	My Category	Sound Memos
MUTE Mute Mode	LANG. Multi-Language Support			

Accessories (Available as optional accessory.)



Shooting Modes

Smart AUTO Smart AUTO	AUTO Auto	Auto Auto	Low Light Shooting	Quick Quick
Easy	P Program	Av Aperture Priority	Shutter Speed Priority	M Manual
Manual	C Custom	Portrait	Landscape	Sports
SCN Special Scene Mode	Foliage	Snow	Beach	Sunset
Fireworks	Aquarium	Underwater	ISO 3200 ISO 3200	Indoor
Kids & Pets	Night Scene	Night Snapshot	Long Shutter	Exposure Zoom
Creative Light Effect	Super Macro	Digital Macro	Color Accent	Color Swap
Nostalgic	Stitch Assist	Movie		

POWERSHOT SPECIFICATION CHART

	PowerShot SD940 IS	PowerShot SD780 IS	PowerShot SD1200 IS	PowerShot A1100 IS	PowerShot A480
					
Type	Compact digital still camera w/built-in flash, 4x Optical & 4x Digital & 16x Combined Zoom	Compact digital still camera w/built-in flash, 3x Optical & 4x Digital & 12x Combined Zoom	Compact digital still camera with built-in flash, 3x Optical & 4x Digital & 12x Combined Zoom	Compact digital still camera w/built-in flash, 4x Optical & 4x Digital & 16x Combined Zoom	Compact digital still camera w/built-in flash, 3.3x Optical & 4x Digital & 13x Combined Zoom
Image Capture Device	12.1 Megapixel 1/2.3" CCD	12.1 Megapixel 1/2.3" CCD	10.0 Megapixel 1/2.3" CCD	12.1 Megapixel 1/2.3" CCD	10.0 Megapixel 1/2.3" CCD
Resolution (Recording Pixels) Still Image	4000 x 3000 (Large), 3264 x 2448 (Medium 1), 2592 x 1944 (Medium 2), 1600 x 1200 (Medium 3), 640 x 480 (Small), 4000 x 2248 (Widescreen)	4000 x 3000 (Large), 3264 x 2448 (Medium 1), 2592 x 1944 (Medium 2), 1600 x 1200 (Medium 3), 640 x 480 (Small), 4000 x 2248 (Widescreen)	3648 x 2736 (Large), 2816 x 2112 (Medium 1), 2272 x 1704 (Medium 2), 1600 x 1200 (Medium 3), 640 x 480 (Small), 3648 x 2048 (Widescreen)	4000 x 3000 (Large), 3264 x 2448 (Medium 1), 2592 x 1944 (Medium 2), 1600 x 1200 (Medium 3), 640 x 480 (Small), 4000 x 2248 (Widescreen)	3648 x 2736 (Large), 2816 x 2112 (Medium 1), 2272 x 1704 (Medium 2), 1600 x 1200 (Medium 3), 640 x 480 (Small), 3648 x 2048 (Widescreen)
Resolution (Recording Pixels) Movie	1280 x 720 at 30 fps, 640 x 480 at 30 fps, 320 x 240 at 30 fps available up to 4GB or approx. 60 min. (10min. for HD) per clip	1280 x 720 at 30 fps, 640 x 480 at 30 fps LP, 320 x 240 at 30 fps available up to 4GB or approx. 29 min. 59 sec. (HD) per clip	640 x 480 at 30 fps/30 fps LP, 320 x 240 at 30 fps available up to 4GB or approx. 60 min. per clip	640 x 480 at 30 fps/30 fps LP, 320 x 240 at 30 fps available up to 4GB or approx. 60 min. per clip	640 x 480 at 30 fps/30 fps LP, 320 x 240 at 30 fps available up to 4GB or approx. 60 min. per clip
ISO Sensitivity*	Auto, ISO 80/100/200/400/800/1600	Auto, ISO 80/100/200/400/800/1600	Auto, ISO 80/100/200/400/800/1600	Auto, ISO 80/100/200/400/800/1600	Auto, ISO 80/100/200/400/800/1600
Image Quality Modes	JPEG: Normal, Fine	JPEG: Normal, Fine	JPEG: Normal, Fine	JPEG: Normal, Fine	JPEG: Normal, Fine
Image Compression	Still Image: JPEG (Exif. 2.2 compliant); Movie: MOV (Image: H.264; Audio: Linear PCM (Monaural))	Still Image: JPEG (Exif. 2.2 compliant); Movie: MOV (Image: H.264; Audio: Linear PCM (Monaural))	Still Image: JPEG (Exif. 2.2 compliant); Movie: AVI (Image: Motion JPEG; Audio: WAVE (Monaural))	Still Image: JPEG (Exif. 2.2 compliant); Movie: AVI (Image: Motion JPEG; Audio: WAVE (Monaural))	Still Image: JPEG (Exif. 2.2 compliant); Movie: AVI (Image: Motion JPEG; Audio: WAVE (Monaural))
HD Movie Support / HDMI Terminal	720 HD/Yes	720 HD/Yes	No/No	No/No	No/No
Recording Media	SD/SDHC Memory Card, MultiMediaCard, MMC Plus Card, HC MMC Plus Card	SD/SDHC Memory Card, MultiMediaCard, MMC Plus Card, HC MMC Plus Card	SD/SDHC Memory Card, MultiMediaCard, MMC Plus Card, HC MMC Plus Card	SD/SDHC Memory Card, MultiMediaCard, MMC Plus Card, HC MMC Plus Card	SD/SDHC Memory Card, MultiMediaCard, MMC Plus Card, HC MMC Plus Card
Shooting Modes	Auto, P, Portrait, Foliage, Snow, Beach, Sunset, Fireworks, Aquarium, Underwater, ISO 3200, Long Shutter, Indoor, Kids & Pets, Night Snapshot, Color Accent, Color Swap, Digital Macro, Stitch Assist, Movie, Continuous (approx. 0.8 fps)	Auto, P, Portrait, Foliage, Snow, Beach, Sunset, Fireworks, Aquarium, Underwater, ISO 3200, Long Shutter, Indoor, Kids & Pets, Night Snapshot, Color Accent, Color Swap, Digital Macro, Stitch Assist, Movie, Continuous (approx. 0.8 fps)	Auto, P, Portrait, Foliage, Snow, Beach, Sunset, Fireworks, Aquarium, Underwater, ISO 3200, Long Shutter, Indoor, Kids & Pets, Night Snapshot, Digital Macro, Movie, Continuous (approx. 1.4 fps)	Auto, P, Easy, Portrait, Landscape, Special Scene (Night Scene, Foliage, Snow, Beach, Sunset, Fireworks, Aquarium, ISO 3200, Long Shutter), Indoor, Kids & Pets, Night Snapshot, Movie, Continuous (approx. 2.0 fps)	Auto, P, Special Scene (Portrait, Foliage, Snow, Beach, Sunset, Fireworks, Aquarium, Long Shutter, Indoor, Kids & Pets, Night Snapshot, Super Macro), Movie, Continuous (approx. 0.8 fps)
My Colors	Vivid, Vivid Blue, Vivid Green, Vivid Red, Neutral, Sepia, B/W, Positive Film, Lighter Skin Tone, Darker Skin Tone, Custom	Vivid, Vivid Blue, Vivid Green, Vivid Red, Neutral, Sepia, B/W, Positive Film, Lighter Skin Tone, Darker Skin Tone, Custom	Vivid, Neutral, Sepia, B/W, Custom	Vivid, Neutral, Sepia, B/W, Custom	Vivid, Neutral, Sepia, B/W, Custom
Playback Modes	Still Image: Single, Magnification (approx. 2x–10x), Jump, Auto Rotate, Rotate, Resume, My Colors, My Category, Transition Effects, Histogram, Index (4–130 thumbnails), Slide Show, Red-eye Correction, Resize, Trimming; i-Contrast, Movie: Normal Playback, Special Playback, Auto Rotate, Resume	Still Image: Single, Magnification (approx. 2x–10x), Jump, Auto Rotate, Rotate, Resume, My Colors, My Category, Transition Effects, Histogram, Index (4–130 thumbnails), Slide Show, Red-eye Correction, Resize, Trimming; i-Contrast, Movie: Normal Playback, Special Playback, Auto Rotate, Resume	Still Image: Single, Magnification (approx. 2x–10x), Jump, Auto Rotate, Rotate, Resume, Transition Effects, Histogram, Index (9 thumbnails), Slide Show, Red-eye Correction, Resize, Image Inspection Tool; i-Contrast, Movie: Normal Playback, Special Playback, Auto Rotate, Resume	Still Image: Single, Magnification (approx. 2x–10x), Jump, Auto Rotate, Rotate, Resume, Transition Effects, Histogram, Index (9 thumbnails), Slide Show, Red-eye Correction, Resize, Image Inspection Tool; i-Contrast, Easy; Movie: Normal Playback, Special Playback, Auto Rotate, Resume, Easy	Still Image: Single, Magnification (approx. 2x–10x), Jump, Rotate, Resume, Transition Effects, Histogram, Index (9 thumbnails), Slide Show, Red-eye Correction, Resize, Image Inspection Tool; Movie: Normal Playback, Special Playback, Resume
Interfaces	USB 2.0 Hi-Speed; AV Output (NTSC/PAL selectable, Monaural Audio), Mini-HDMI Connector, SD Memory Card slot, direct connection to Canon SELPHY, PIXMA Photo Printers & PictBridge compatible printers	USB 2.0 Hi-Speed; AV Output (NTSC/PAL selectable, Monaural Audio), Mini-HDMI Connector, SD Memory Card slot, direct connection to Canon SELPHY, PIXMA Photo Printers & PictBridge compatible printers	USB 2.0 Hi-Speed; AV Output (NTSC/PAL selectable, Monaural Audio), SD Memory Card slot, direct connection to Canon SELPHY, PIXMA Photo Printers & PictBridge compatible printers	USB 2.0 Hi-Speed; AV Output (NTSC/PAL selectable, Monaural Audio), SD Memory Card slot, direct connection to Canon SELPHY, PIXMA Photo Printers & PictBridge compatible printers	USB 2.0 Hi-Speed; AV Output (NTSC/PAL selectable, Monaural Audio), SD Memory Card slot, direct connection to Canon SELPHY, PIXMA Photo Printers & PictBridge compatible printers
Lens	5.0–20mm f/2.8–5.9 zoom Optical Image Stabilizer lens (equiv. to 28–112mm in 35mm format)	5.9–17.9mm f/3.2–5.8 zoom Optical Image Stabilizer lens (equiv. to 33–100mm in 35mm format)	6.2–18.6mm f/2.8–4.9 zoom Optical Image Stabilizer lens (equiv. to 35–105mm in 35mm format)	6.2–24.8mm f/2.7–5.6 zoom Optical Image Stabilizer lens (equiv. to 35–140mm in 35mm format)	6.6–21.6mm f/3.0–5.8 zoom lens (equiv. to 37–122mm in 35mm format)
Shutter Speed	15–1/1500 sec.; Long Shutter operates with Noise Reduction when manually set at 1.3–15 sec.	15–1/1500 sec.; Long Shutter operates with Noise Reduction when manually set at 1.3–15 sec.	15–1/1500 sec.; Long Shutter operates with Noise Reduction when manually set at 1.3–15 sec.	15–1/1600 sec.; Noise Reduction available when manually set at 1.3–15 sec.	15–1/2000 sec.; Noise Reduction available when manually set at 1.3–15 sec.
Focus Range	Normal AF: 1.0 ft./30cm–infinity (W), 1.6 ft./50cm–infinity (T); Macro AF: 1.2 in.–1.6 ft./3–50cm (WIDE); Digital Macro: 1.2–3.9 in./3–10cm (WIDE)	Normal AF: 1.0 ft./30cm–infinity (W), 1.5 ft./45cm–infinity (T); Macro AF: 1.2 in.–1.6 ft./3–50cm (WIDE); Digital Macro: 1.2–3.9 in./3–10cm (WIDE)	Normal AF: 1.0 ft./30cm–infinity; Macro AF: 1.2 in.–1.6 ft./3–50cm (WIDE), 1–1.6 ft./30–50cm (TELE); Digital Macro: 1.2–3.9 in./3–10cm (WIDE)	Normal AF: 1.6 ft./50cm–infinity; Macro AF: 1.2 in.–1.6 ft./3–50cm (WIDE), 1.0–1.6 ft./30–50cm (TELE)	Normal AF: 1.6 ft./50cm–infinity; Macro AF: 1.2 in.–1.6 ft./3–50cm (WIDE), 9.8–1.6 ft./25–50cm (TELE)
Light Metering System	Evaluative, Center-weighted average, Spot	Evaluative, Center-weighted average, Spot	Evaluative, Center-weighted average, Spot	Evaluative, Center-weighted average, Spot	Evaluative, Center-weighted average, Spot
Exposure Control	Program AE, i-Contrast; AE lock	Program AE, i-Contrast; AE lock	Program AE, i-Contrast; AE lock	Program AE; AE lock	Program AE; AE lock
Exposure Compensation	±2 stops in 1/3-stop increments	±2 stops in 1/3-stop increments	±2 stops in 1/3-stop increments	±2 stops in 1/3-stop increments	±2 stops in 1/3-stop increments
White Balance Control	Auto, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom	Auto, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom	Auto, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom	Auto, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom	Auto, Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom
Viewfinder	No	Real-image optical zoom viewfinder	Real-image optical zoom viewfinder	Real-image optical zoom viewfinder	No
LCD Monitor	2.7" TFT color LCD	2.5" TFT color LCD	2.5" TFT color LCD	2.5" TFT color LCD	2.5" TFT color LCD
Print/Share Button	No	No	No	Yes	No
Power Sources	Rechargeable Lithium-ion Battery NB-4L, AC Adapter Kit ACK-DC10	Rechargeable Lithium-ion Battery NB-4L, AC Adapter Kit ACK-DC10	Rechargeable Lithium-ion Battery NB-6L, AC Adapter Kit ACK-DC40*	2 AA-size Alkaline/Ni-MH Battery NB4-300, AC Adapter Kit ACK800	2 AA-size Alkaline/Ni-MH Battery NB4-300, AC Adapter Kit ACK800*
Dimensions (W x H x D)	3.52 x 2.16 x 0.79 in./89.5 x 54.9 x 20.0mm	3.43 x 2.15 x 0.72 in./87.0 x 54.5 x 18.4mm	3.48 x 2.16 x 0.86 in./88.5 x 54.8 x 21.8mm	3.76 x 2.46 x 1.22 in./95.4 x 62.4 x 31.0mm	3.63 x 2.44 x 1.22 in./92.1 x 62.0 x 31.1mm
Weight (camera body only)	Approx. 4.23 oz./120g	Approx. 4.06 oz./115g	Approx. 4.23 oz./120g	Approx. 5.47 oz./155g	Approx. 4.94 oz./140g

Specifications