

PowerShot SX740 HS

TELL YOUR STORY IN 4K WITH CANON'S POWERFUL 40X TRAVEL SUPERZOOM

With 40x optical zoom, superfast DIGIC 8 processing and spectacular 4K movie resolution in a pocket-sized body, the powerful PowerShot SX740 HS redefines travelling light.



- Travel with 40x optical zoom in your pocket
- Capture memories in 4K Ultra High Definition
- Confidently shoot 20.3 Megapixel photos
- Share and store photos with Wi-Fi and Auto Transfer
- Never miss a moment thanks to fast shooting speeds

24mm
WIDE

40x

10
Frames
Per Sec

DIGIC
8

20.3 MEGA
PIXELS
HIGH-SENSITIVITY
CMOS

4K
UHD

Bluetooth

PRODUCT RANGE



PowerShot SX740 HS

PowerShot SX730 HS

PowerShot SX740 HS

PowerShot SX620 HS



PowerShot SX730 HS



PowerShot SX620 HS

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TECHNICAL SPECIFICATIONS

PowerShot SX740 HS

IMAGE SENSOR

Type	1/2.3 type back-illuminated CMOS
Effective Pixels	Approx. 20.3M ^[14]
Total Pixels	Approx. 21.1M
Aspect Ratio/Colour	
Colour Filter Type	Primary Colour

IMAGE PROCESSOR

Type	DIGIC 8
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LENS

Focal Length	4.3 – 172.0 mm (35 mm equivalent: 24 – 960 mm)
Zoom	Optical 40x ZoomPlus 80x Digital approx. 4.0x (with Digital Tele-Converter) Approx. 1.6x or 2.0x ^[11] Combined approx. 160x
Maximum f/number	f/3.3 – f/6.9
Construction	13 elements in 11 groups (1 Hi-UD lens, 3 UD lenses, 2 double-sided aspherical lenses, 1 single-sided aspherical lens)
Image Stabilisation	Yes (lens shift-type), Approx. 3.5-stop ^[13] , Intelligent IS with Dual Sensing IS plus 5-axis Advanced Dynamic IS
Ultrasonic Motor (USM)	

FOCUSING

Type	TTL
AF System/ Points	Face & Tracking (9 points), Tracking, Zone, 1-point, Center
AF Modes	One Shot, Servo, Continuous
AF Point Selection	
AF Lock	
AF Assist Beam	Yes
AF Lock/AF Assist Beam	
Manual Focus	Yes, plus MF Peaking
Focus Bracketing	
Closest Focusing Distance	1 cm (W) from front of lens in Macro

EXPOSURE CONTROL

Metering modes	Evaluative, Centre-weighted average, Spot (Centre)
AE Lock	Yes
Exposure Compensation	+/- 3 EV in 1/3 stop increments.

AEB

Exposure Compensation / AEB	
ISO sensitivity	100-3200 in 1 stop increments

SHUTTER

Speed	15 - 1/3200 s
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WHITE BALANCE

Type	
Settings	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Custom.

COLOUR MATRIX

Type	
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VIEWFINDER

Viewfinder	
Viewfinder / Coverage	
Dioptre Correction	
Eyepoint / Dioptre Correction	

LCD MONITOR

Monitor	7.5 cm (3.0") LCD (TFT), approx. 922,000 dots
Coverage	Approx. 100%
Monitor / Coverage	
Brightness	Adjustable to one of five levels

FLASH

Modes	Auto, Manual Flash On / Off, Slow Synchro
X-Sync Speed	Yes, Fastest speed 1/2000 s
Red-Eye Reduction	Yes
Flash Exposure Compensation	+/- 2 EV in 1/3 stop increments.
Flash Exposure Lock	Yes
Manual Power Adjustment	3 levels with internal flash
Second Curtain Synchronisation	
Built-in Flash Range	50 cm – 5.0 m (W) / 2m - 2.5 m (T)
External Flash	

SHOOTING

Modes	Smart Auto (29 scenes detected), Hybrid Auto, Creative Shot, Program AE, Shutter priority AE, Aperture priority AE, Manual, Sports, SCN
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Modes in Movie

Photo Effects	
Drive modes	Single, High-speed continuous, low-speed continuous
Continuous Shooting	Max: One Shot AF approx 10fps, Servo AF approx 7.4fps

Intervalometer

RECORDING PIXELS / COMPRESSION

Image Size	4:3 - (L) 5184 x 3888, (M) 3648 x 2736, (S) 2432 x 1824 16:9 - (L) 5184 x 2912, (M) 3648 x 2048, (S) 2432 x 1368 3:2 - (L) 5184 x 3456, (M) 3648 x 2432, (S) 2432 x 1616 1:1 - (L) 3888 x 3888, (M) 2736 x 2736, (S) 1824 x 1824
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Compression

Movies	Resize option available in playback Fine, Normal (4K) 3840 x 2160, 29.97/25 fps (Full HD) 1920 x 1080, 59.94/50/29.97/25 fps, (HD) 1280 x 720, 59.94/50 fps Up to 29 min 59 s ^[7]
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Movie Length

FILE TYPES

Still Image Type	JPEG compression, [Exif 2.3 [Exif Print] compliant] / Design rule for Camera File system 2.0, Digital Print Order Format [DPOF] Version 1.1 compliant
Movies	MP4 [Video: MPEG-4 AVC / H.264, Audio: MPEG-4 AAC-LC (stereo)]

GPS Log

Sound Files

DIRECT PRINT

Canon Printers	Canon SELPHY Compact Photo Printers and Canon Inkjet Printers supporting PictBridge
PictBridge	Yes (via USB or Wireless LAN)

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OTHER FEATURES

GPS	GPS via Mobile (via Canon Camera Connect app with compatible smart devices) Yes, during shooting and playback
Red-Eye Correction	
My Camera / My Menu	
My Category	
Sound Memo	
Intelligent Orientation Sensor	
Histogram	Yes, during playback
Playback zoom	Approx. 2x – 10x
Self Timer	Approx. 2, 10 s or Custom
Menu Languages	English, German, French, Dutch, Danish, Finnish, Italian, Greek, Norwegian, Portuguese, Russian, Swedish, Spanish, Ukrainian, Polish, Czech, Hungarian, Turkish, Simplified Chinese, Chinese (traditional), Japanese, Korean, Thai, Arabic, Romanian, Farsi, Hindi, Malay, Indonesian, Vietnamese, Hebrew

INTERFACE

Computer	Hi-Speed USB dedicated connector (Micro-B compatible)
Other	HDMI Micro (Type-D) Connector
Computer/Other	Wi-Fi (IEEE802.11b/g/n), (2.4 GHz only) ^[11]

MEMORY CARD

Type	SD, SDHC, SDXC (UHS-1 Speed Class 3 compatible)
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SUPPORTED OPERATING SYSTEM

PC & Macintosh	Windows 10 / 8.1 / 8 / 7 SP1 ^[18] Mac OS X 10.9 / 10.10 / 10.11
	For Wi-Fi connection to a PC: Windows 10 / 8.1 / 8 / 7 SP1 Mac OS X 10.9 / 10.10
	For Image Transfer Utility: Windows 10 / 8.1 / 8 / 7 SP1 Mac OS X 10.9 / 10.10 / 10.11

SOFTWARE

Browsing & Printing	
Other	Image Transfer Utility
Drivers	
Image Manipulation	Camera Connect app available on iOS and Android devices

POWER SOURCE

Batteries	Rechargeable Li-ion Battery NB-13L (battery and charger supplied)
Battery life	Approx. 265 shots Eco Mode: Approx. 370 shots Playback Mode: Approx. 240 min
A/C Power Supply	Charging via USB available with Compact Power Adapter CA-DC30E ^[17] or other typical USB charging methods

ACCESSORIES

Cases / Straps	
Waterproof / Weatherproof Case	
Soft Case / Waterproof Case	PU Leather softcase DCC-2400 Black

Lenses

Flash

Remote Controller/ Switch

Power Supply & Battery Chargers

Other

Compact Power Adapter CA-DC30E
Battery Charger CB-2LHE
Rechargeable Li-ion Battery NB-13L
Interface cable IFC-600PCU

PHYSICAL SPECIFICATIONS

Operating Environment

Dimensions (W x H x D)

Weight

0 – 40 °C, 10 – 90% humidity
110.1 x 63.8 x 39.9 mm
Approx. 299 g (including battery and memory card)

**All data is based on Canon standard testing methods (according to CIPA Standards) except where indicated.
Subject to change without notice.**

- ^[1] Depending on the image size selected.
^[2] Not all functions of the flash are supported.
^[3] Under conditions where the flash does not fire.
^[4] Depending on memory card speed / capacity / compression setting.
^[5] 0 – 35 °C when NB4-300 is used.
^[6] Some settings limit availability.
^[7] The following Speed Class memory cards are required for maximum record time: (HD) 1280 x 720 Speed Class 4 or above, (Full HD) 1920 x 1080 Speed Class 6 or above, (iFrame) 1280 x 720 Speed Class 6 or above.
^[8] The shock resistant testing methods are unique to this product and do not guarantee against damage or malfunction of the product.
^[9] Complies with the NMEA (National Marine Electronics Association of the U.S.) 0183
^[10] GPS use may be restricted in certain countries or regions. Use of GPS should comply with the laws and regulations of the country and area in which it is being operated including any restriction on the use of electronics.
^[11] Wi-Fi use may be restricted in certain countries or regions. Wi-Fi support varies by device and region. For more information visit www.canon-europe.com/wirelesscompacts
^[12] Sustained continuous shooting function requires compatible SDHC/SDXC UHS Speed Class 1 memory card, total number of frames captured varies depending on shooting subject.
^[13] Values of maximum optical focal length. Cameras whose focal length exceeds 350 mm (35 mm equivalent) are measured at 350 mm.
^[14] Image processing may cause a decrease in the number of pixels.
^[15] ISO sensitivity denotes Recommended Exposure Index
^[16] Auto ND Filter not available in Movie Mode.
^[17] Charging via USB requires Interface Cable IFC-600PCU (Sold separately) or similar cable with USB Micro-B to USB type-A connectors. Charging time varies depending on the remaining battery power.
^[18] Software applications compatible with Windows 10 in Windows 10 Desktop Mode only
^[20] Sustained continuous shooting speed is tested based on Canon's testing standard. Function requires compatible SDHC/SDXC UHS-1 Speed Class 3 memory card, total number of frames captured varies depending on shooting subject, settings and brand of memory card
^[21] Equipped with Bluetooth® low energy technology. The Bluetooth® word mark and logos are registered trademarks owned by the Bluetooth
^[22] Bluetooth connection requires smart device to be equipped with Bluetooth version 4.0 (or later). Also requires smart device to be using operating system iOS 8.4 (or later) or Android 5.0 (or later) as well as latest version of Camera Connect app installed
^[23] Not compatible with following PictBridge compatible SELPHY CP200/ CP220/ CP300/ CP330/ CP400/ CP500/ CP600/ ES1

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canon.com
Canon Europe
canon-europe.com
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With 40x optical zoom, superfast DIGIC 8 processing and spectacular 4K movie resolution in a pocket-sized body, the powerful PowerShot SX740 HS redefines travelling light.

Sales Start Date: September 2018 (TBC)



PRODUCT DETAILS:

Product Name	Mercury Code	EAN Code	Recommended Retail Price
PowerShot SX740 HS Black	2955C011AA	8714574657691	£349.99 / €419.99
PowerShot SX740 HS Silver	2956C011AA	8714574657714	£349.99 / €419.99

CONSUMABLES:

Product Name	Mercury Code	EAN Code
Battery Pack NB-13L	9839B001AA	4549292020502
Battery charger CB-2LHE	9841B001AA	4549292020625
Compact Power Adapter CA-DC30	0993C001AA	4549292054446
USB Cable IFC-600PCU	1015C001AA	4549292054378
Textile PowerShot Accessory Organizer	0036X433	8714574583167
Travel Case DCC-2400	1534C002AA	4549292072020
Connect Station CS100	9899B007AA	8714574627731

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MEASUREMENT / LOGISTIC INFORMATION:

Product Name	Mercury Code	Pack type	Pack description	Quantity per pack	Length (cm)	Width (cm)	Height (cm)	Gross Weight (kg)
PowerShot SX740 HS (BK)	2955C011AA	EA	Each	1	15.9	14.4	6.75	0.655
PowerShot SX740 HS (SL)	2956C011AA	CT	Carton	15	36.4	46.1	20.1	10.70
		EP	Euro Pallet	300	120	80	115.5	224
			Layers per Pallet	5				
			Cartons per Layer	4				
			Products per layer	60				

What's in the box?

- Digital Camera PowerShot SX740 HS (BK)
- Wrist Strap WS-800
- Battery Pack NB-13L
- Battery Charger CB-2LHE
- AC Cable (E)
- User Manual Kit

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