

IXUS

Canon

Delighting You Always

# The Moment Is Yours

[A CLASSIC IS REBORN]



WITH SUPPORT  
FOR WI-FI AND NFC

NOSTALGIA MEETS  
BOLD FASHION -  
READY FOR YOUR  
WARDROBE

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FEATURES

# Which Camera matches your style?

SILVER  
IXUS 285 HS A

NOSTALGIC  
AND ICONIC

**perfect for:**

someone Y2K chic  
and loves being the  
life of the moment

**style with:**

a camera charm &  
cute shoes



BLACK  
IXUS 285 HS A

TIMELESS  
AND BOLD

**perfect for:**

someone  
effortlessly cool  
with an edge

**style with:**

a red bag &  
sunglasses

12x  
OPTICAL  
ZOOM



Auto Zoom

CLOSER TO  
THE ACTION



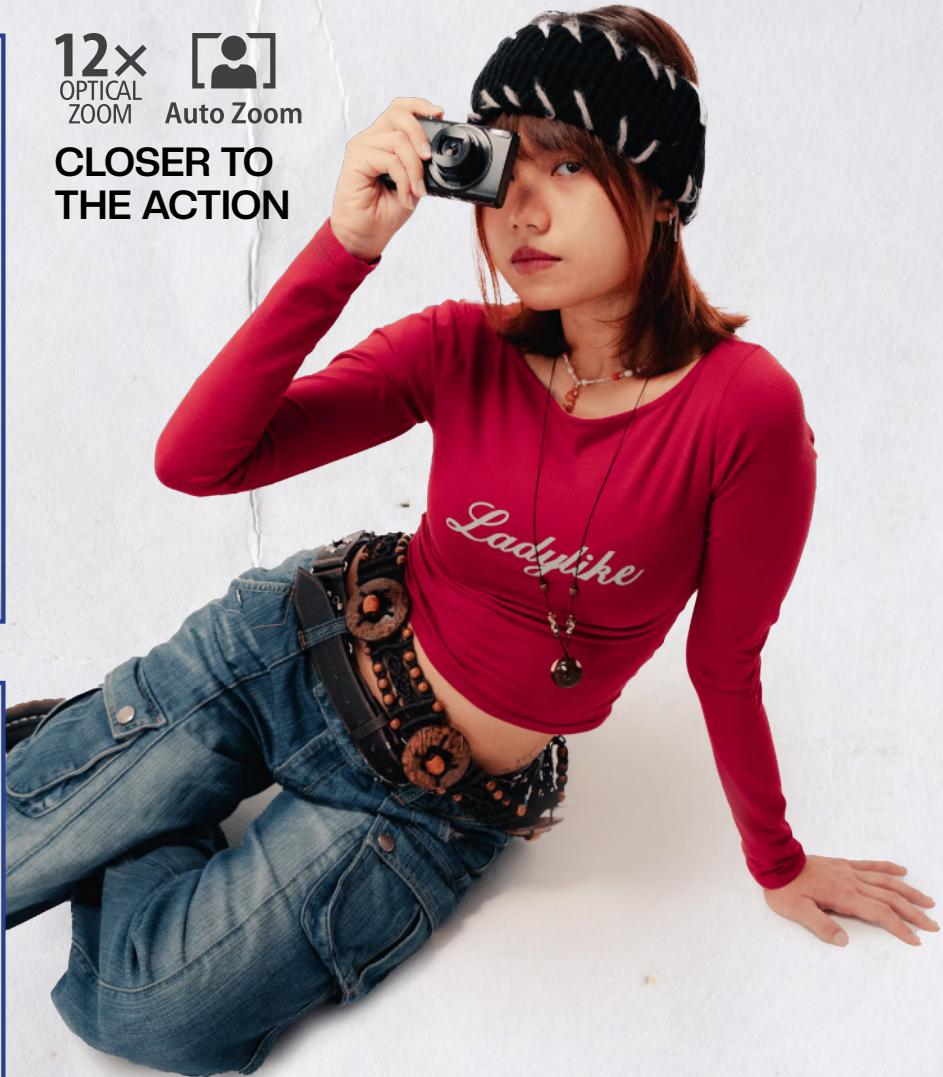
ORIGINAL



12X OPTICAL ZOOM



24X ZOOMPLUS



Your Canon IXUS 285 HS A captures the heart of every moment. With up to 12x optical zoom and extendable to up to 24x with Canon's ZoomPlus technology, you can zoom further with clarity and ease.

The camera is also equipped with Auto Zoom, which intuitively detects subject size and framing of the image, for easy use with stunning precision and image quality.



# Zoom Features



02

# ISO & *Image* *Quality*

COMPACT & POWERFUL

With an ISO range of up to 3200 for the IXUS 285 HS A, every moment is picture worthy even in low-light. The DIGIC 4+ image processor presents stunning picture quality in rich detail, fitting perfectly into a slim and lightweight design that follows everywhere you go.



03

# Wide Angle Selfies

CAPTURE  
MORE IN EVERY  
FRAME



With a 25mm wide-angle lens, your Canon IXUS 285 HS A makes it easy to capture sweeping scenery and picture-perfect selfies or wefies. Whether you're snapping a scenic view or a fun group moment, the wide angle ensures everyone and everything fits beautifully in frame.

# 04 Story Highlights



LET PICTURES  
TELL THE STORY

The Canon IXUS 285 HS A camera enables you to transform images into memorable stories.

Its Story Highlights mode compiles shots and video footages from your camera into a creative collage that complements your photo journey.



Story Highlights

Style becomes original and effortless with the Creative Shot mode. With each snap, this feature automatically presents 5 additional image variations using composition and unique effects from a range of 46 filters.

You can also style your photos by choosing between Retro, Monochrome, Special and Natural presets.



Creative Shot

ORIGINAL



RETRO



MONOCHROME



SPECIAL



NATURAL



TOY CAMERA

# Creative Shots

05

CREATIVITY  
MEETS STYLE

06

# Smooth & Steady Videos



KEEP EVERY  
MEMORY IN  
MOTION

Capture life in motion with Full HD (1080p) movie recording in MP4 format—perfect for sharing and playback across devices.

Whether you're filming a day out or a spontaneous moment with friends, the Canon IXUS 285 HS A captures them all – ready to relive anytime.

FULL  
HD



07

# Camera Connect

Canon Camera Connect app lets you transfer photos and videos right onto your smartphone or tablet.

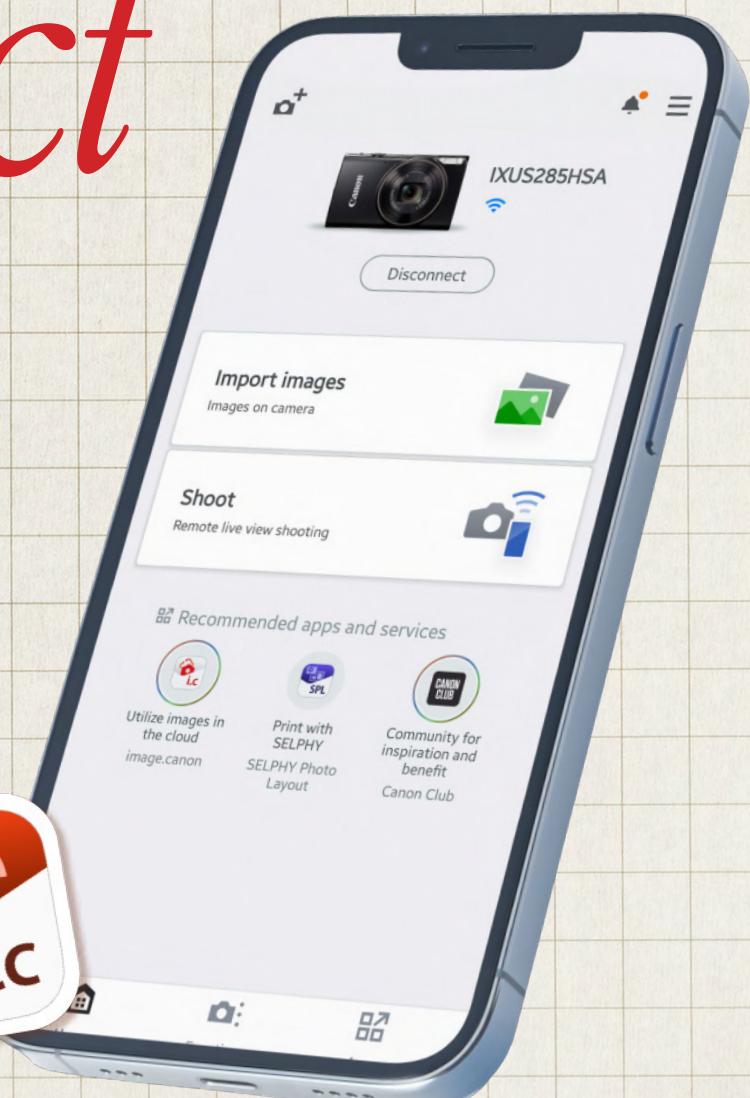
With this app, you can also sync your GPS data with the camera. This allows you to add your location to images using the geo-tagging feature on the app.

For the perfect selfies or group shots, simply use the remote shooting function to control what your camera captures, directly from your smart device.

  
Wi-Fi / NFC



SMARTER WAY  
TO CONNECT  
MOMENTS



<b>Image Sensor</b>	Type	Approx. 20.2 megapixels 1/2.3 inch CMOS sensor
<b>Image Processor</b>		DIGIC 4+ lens
<b>Lens</b>	<b>Focal Length (35 mm equivalent)</b>	25 - 300mm
	<b>Aperture</b>	f/3.6 - f/10.0 (Wide) f/7.0 - f/20.0 (Tele)
	<b>Optical Zoom</b>	12x
	<b>ZoomPlus</b>	24x magnification (Optical + Digital Zoom)
	<b>Minimum Shooting Distance</b>	1cm (W) 1m (T) lens
<b>LCD Monitor</b>	<b>Image Stabilizer</b>	Lens-shift type
	<b>Type</b>	3.0-inch type LCD
	<b>Effective Pixels</b>	Approx. 461,000 dots
<b>Autofocus</b>	<b>AF Operation</b>	One Shot AF/ Servo AF
	<b>AF Method</b>	Face AiAF (number of AF frames: max 9) Tracking AF, Center
<b>Exposure Control</b>	<b>Metering System</b>	Evaluative, Center-weighted average, Spot
	<b>Effective ISO</b>	ISO 80 - ISO 3200
	<b>Shutter Speed</b>	15 - 1/2000 sec.
	<b>Shooting Mode</b>	P, Hybrid Auto, Auto, Creative Shot, Portrait, Smile, Wink Self-Timer, Face Self-Timer, High-Speed Burst, Handheld Night Scene, Low Light, Fish-eye Effect, Miniature Effect, Toy Camera Effect, Monochrome, Super Vivid, Poster Effect, Fireworks, Long Shutter
	<b>Mode</b>	Auto, On Slow Synchro, Off
<b>Flash</b>	<b>Range</b>	50cm - 4.0m (W) 1.0m - 2.0m (T)
	<b>Stills</b>	5184 x 3888 (L), 3648 x 2736 (M1), 2048 x 1536 (M2), 2592 x 1944 (M), 640 x 480 (S)
<b>Image Resolution</b>	<b>Format</b>	JPEG
	<b>Resolution</b>	1920 x 1080 (FHD), 1280 x 720 (HD), 640 x 480 (SD)
	<b>Format</b>	MP4
<b>Movie Recording</b>	<b>Max Recording Time</b>	40 mins
	<b>Memory Card</b>	micro SD, micro SDHC, micro SDXC
	<b>Wi-Fi</b>	802.11b/g/n
<b>Power</b>	<b>Battery</b>	Battery Pack NB-11LH
<b>Dimensions and Weight</b>	<b>Dimensions (W×H×D) (CIPA compliant)</b>	99.6 x 58.0 x 22.8mm
	<b>Weight (CIPA compliant)</b>	Approx. 146 g. (including battery and card)

# IXUS 285 HS A



WITH SUPPORT FOR  
WI-FI AND NFC

[ASIA.CANON](http://ASIA.CANON)

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