

IXUS

Canon

Delighting You Always

The Moment Is Yours

[A CLASSIC IS REBORN]



IXUS
285 HS A

12x
zoom



WITH SUPPORT
FOR WI-FI AND NFC

NOSTALGIA MEETS
BOLD FASHION -
READY FOR YOUR
WARDROBE



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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

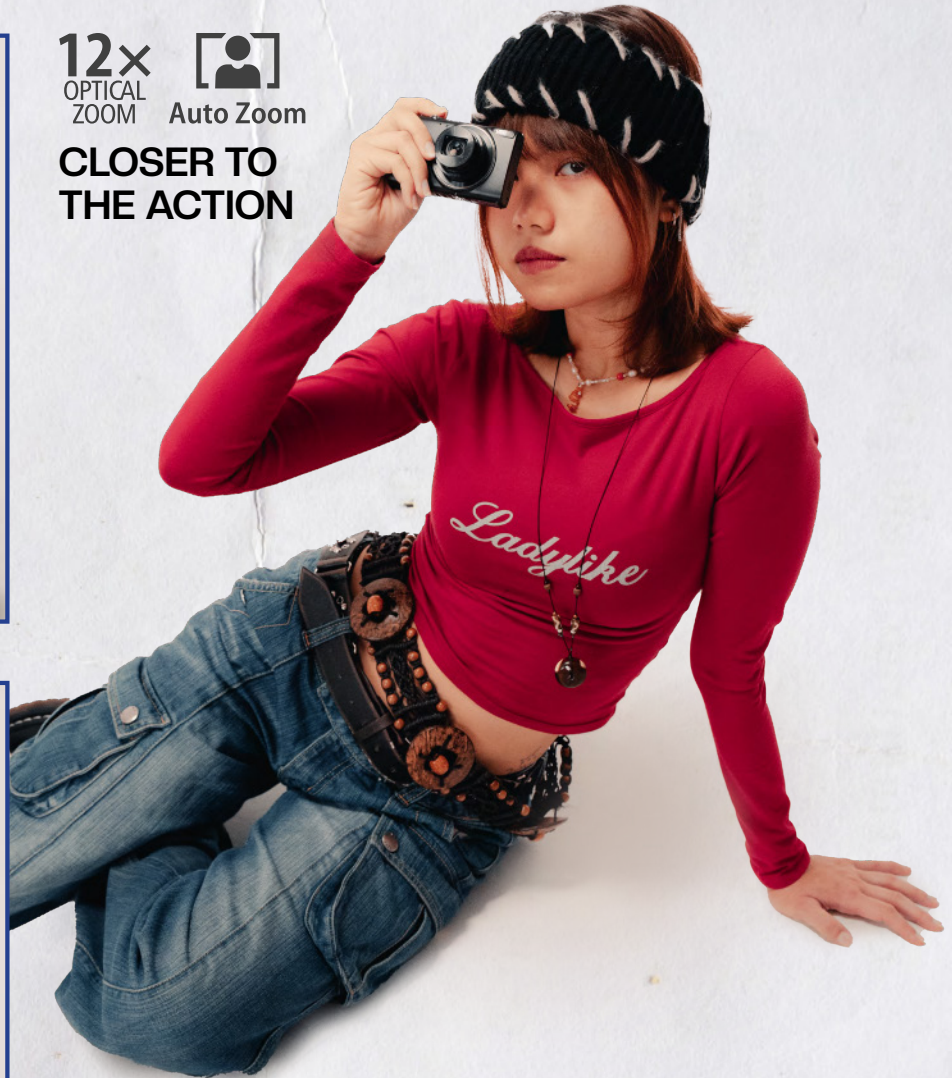




ORIGINAL

12x OPTICAL ZOOM Auto Zoom

CLOSER TO THE ACTION



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.

01 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.



Story Highlights

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

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.



RETRO



MONOCHROME



SPECIAL



NATURAL



TOY CAMERA



Creative Shot



ORIGINAL

CREATIVITY
MEETS STYLE

Creative 05 Shots



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



SMARTER WAY
TO CONNECT
MOMENTS

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.



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

IXUS 285 HS A

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SNAPSHOT
SNAPSHOT.CANON-ASIA.COM



WITH SUPPORT FOR
WI-FI AND NFC



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