PowerShot SX740 HS

YOUR FAVOURITE TRAVEL COMPANION

no one sees it like you

Canon

POWERSHOT SX740HS

With 4k movie recording and 40X optical zoom,
the compact PowerShot SX740 HS is the perfect travel companion.

40×
OPTICAL
ZOOM

Get closer to your subject
and capture more in every
frame with the ultra-wide
angle 40x optical zoom

Tilt-up LCD
180°

Switch the camera to self-
portrait mode and tilt the
screen up 180 degrees to
capture the perfect selfie

4K

Shoot 4k movies and
time lapse with
remarkable detail

**High Speed
Continuous
Shooting**

Never miss a moment
with continuous shooting
of 10fps with fixed AF and
7.4fps with tracking AF

20.3 MEGA
PIXELS
HIGH-SENSITIVITY
CMOS

A large 20.3 Megapixel
CMOS sensor enables
incredible image quality
even in low light situations

Get social in seconds
and post your quality
images with the Canon
Camera Connect app

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IMAGE SENSOR	
Type	1/2.3 type back-illuminated CMOS
Effective Pixels	Approx. 20.3M [14]
Effective / Total Pixels	Approx. 21.1M

IMAGE PROCESSOR	
Type	DIGIC 8

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 [1]) 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. 3.0-stop [13]. Intelligent IS plus 5-axis Advanced Dynamic IS

FOCUSING	
Type	TTL
AF System/ Points	AiAF (Face Detection / 9-point), 1-point AF (fixed to centre)
AF Modes AF Operation AF Point Selection	Single, Continuous, Servo AF/AE [6], Tracking AF One Shot, Servo Size (Normal, Small)
AF Assist Beam	Yes
Manual Focus	Yes, plus MF Peaking
Closest Focusing Distance	1 cm (W) from front of lens in Macro

EXPOSURE CONTROL	
Metering modes	Real-time metering using image sensor (Evaluative, Centre-weighted average, Spot (Centre)
AE Lock	Yes
Exposure Compensation	+/- 3 EV in 1/3 stop increments. i-Contrast for automatic dynamic range correction
ISO sensitivity	AUTO (80-1600), 80, 100, 200, 400, 800, 1600, 3200

SHUTTER	
Speed	1 – 1/3200 sec. (factory default) 15 – 1/3200 sec. (total range – varies by shooting mode)

WHITE BALANCE	
Type	TTL
Settings	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Custom. Multi-area WB correction available in Smart Auto

LCD MONITOR	
Monitor	Tilt type 7.5 cm (3.0") LCD (TFT), approx. 922,000 dots.
Coverage	Approx. 100%
Brightness	Adjustable to one of five levels. Quick-bright LCD

FLASH	
Modes	Auto, Manual Flash On / Off, Slow Synchro
Slow Sync Speed	Yes. Fastest speed 1/2000 sec.
Red-Eye Reduction	Yes
Flash Exposure Compensation	+/- 2 EV in 1/3 stop increments. Face Detection FE
Flash Exposure Lock	Yes
Manual Power Adjustment	3 levels with internal flash
Built-in Flash Range	50 cm – 4.0m (W) / 2.0 m (T)

SHOOTING	
Modes	Smart Auto (29 scenes detected), Hybrid Auto, Program AE, Shutter priority AE, Aperture priority AE, Manual, Creative Shot, Self Portrait, Sports, SCN (Portrait, Smooth Skin, Smart Shutter (Smile, Wink Self-Timer, FaceSelf-Timer), Handheld Night Scene, Low Light (5.0 MP), Monochrome, Soft focus, Fish-eye effect, Toy camera effect, Miniature effect, Super vivid, Poster effect, Fireworks), Movie (Standard, Short clip movie), 4K time-lapse, 4K Frame Grab
Photo Effects	My Colors (My Colors Off, Vivid, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Vivid Blue, Vivid Green, Vivid Red, Custom Color)
Drive modes	Single, Auto Drive, Continuous, Continuous with AF, Self-Timer All speeds are until memory card becomes full [12]
Continuous Shooting	Approx. 10.0 shots/s with AF: Approx. 7.4 shots/s [3] [4] All speeds are until memory card becomes full [12]

RECORDING PIXELS / COMPRESSION	
Image Size	4:3 - (L) 5184 x 3888, (M1) 3648 x 2736, (M2) 2048 x 1536, (S) 640 x 480 16:9 - (L) 5184 x 2912, (M1) 3648 x 2048, (M2) 1920 x 1080, (S) 640 x 360 3:2 - (L) 5184 x 3456, (M1) 3648 x 2432, (M2) 2048 x 1368, (S) 640 x 424 1:1 - (L) 3888 x 3888, (M1) 2736 x 2736, (M2) 1536 x 1536, (S) 480 x 480 Resize option available in playback
Compression	Superfine, Fine
Movies	(4K) 3840 x 2160, 29.97fps (the angle of view is narrower than in Full HD) (Full HD) 1920 x 1080, 59.94 / 29.97 fps, (HD) 1280 x 720, 29.97 fps, (L) 640 x 480, 29.97 fps
Movie Length	(Full HD & HD) Up to 4 GB or 29 min 59 s [7] (L) Up to 4 GB or 1 hour [4]

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

TECHNICAL SPECIFICATIONS

PowerShot SX740 HS

DIRECT PRINT	
Canon Printers	Canon SELPHY Compact Photo Printers and Canon Inkjet Printers supporting PictBridge (23)
PictBridge	Yes (via USB or Wireless LAN)

OTHER FEATURES	
GPS	GPS via mobile (via Canon Camera Connect app with compatible smart devices via Bluetooth®)
Red-Eye Correction	Yes, during shooting and playback
Intelligent Orientation Sensor	Yes, with Auto Rotate
Histogram	Yes, during playback
Movie Playback Speeds	1, ½, ¼, 1/8, 1/16
Playback zoom	Approx. 2x – 10x
Self Timer	Approx. 2 or 10 sec. 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 (MTP, PTP) dedicated connector (Mini-B compatible)
Other	HDMI Micro (Type-D) Connector
Computer/Other	Wi-Fi (IEEE802.11b/g/n), (2.4 GHz only) [11] Bluetooth® (Specification version 4.1, Bluetooth low energy technology) [21] [22]

MEMORY CARD	
Type	SD, SDHC, SDXC (UHS Speed Class 1 compatible)

SUPPORTED OPERATING SYSTEM	
PC & Macintosh	Windows 10 / 8.1 / 8 / 7 SP1 [18] Mac OS X 10.9 / 10.10 / 10.11 / 10.12 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 / 10.12

SOFTWARE	
Other	Map Utility Image Transfer Utility 2 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. 250 shots
	Eco Mode: Approx. 355 shots Playback Mode: Approx. 300 min
A/C Power Supply	Charging via USB available with Compact Power Adapter CA-DC30E [17] or other typical USB charging methods

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

PHYSICAL SPECIFICATIONS	
Operating Environment	0 – 40˚ C, 10 – 90% humidity
Dimensions (WxHxD)	110.1 x 63.8 x 39.9 mm
Weight	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.

[3] Under conditions where the flash does not fire.

[4] Depending on memory card speed / capacity / compression setting.

[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.

[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 at 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.

[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
[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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