

<http://www.pocket-lint.com/news/4761/canon-digital-camera-prosumer>

Canon quietly drops the G7 prosumer camera

Another 10MP camera, but this one's not a super-zoom

by Amber Maitland published on 14 September 2006

Canon USA has quietly and without much fanfare announced the latest model in its G-series range, the G7. The sensor has received an upgrade in the form of 3 more megapixels than in the G6, and now sports a DIGIC III processor, Canon's latest. The 10MP camera is designed to look a bit more retro than other digital cameras, with a "wet black matte finish" to the casing, a leather-toned grip, and an analogue-style top ISO Speed Dial and Shooting Mode Dial. Canon says the new design conveys a greater sense of "camera-ness" than other digital models. "In the PowerShot G7 we have created the ultimate prosumer compact digital camera for the discerning hobbyist, the photo enthusiast, and for those who require uncompromising photo quality for business and industrial applications", says Yukiaki Hashimoto, senior VP and general managing of Canon consumer imaging USA. Specifications of the new prosumer include an ISO range from 80 to 1600, boosted to 3200 in Aquarium mode; a 9-point Autofocus system with Face Detection technology to pick out up to 9 faces in a scene; and Lens-Shift optical image stabilisation. The lens is an f/2.8-4.8, 6x optical zoom lens with a focal length range of 35-210mm in a 35mm equivalent scale. The camera also has a 1.4x/2.3x onboard digital tele-converter, which is a fancy new way of describing the digital zooming capabilities of the camera. On the back is an industry-standard 2.5-inch colour LCD with 15 brightness settings, a wide-viewing angle, and a resolution of 207,000 pixels. Also available for the G7 are wide-angle, telephoto, and close-up lenses, as well as an underwater housing, the WP-DC11. Pocket-lint is awaiting pricing and availability in the UK, but in the US, the G7 will retail for around \$600.

