

TECHNICAL SPECIFICATIONS

PowerShot SX740 HS

IMAGE SENSOR		VIEWFINDER	
Type	1/2.3 type back-illuminated CMOS	Viewfinder	
Effective Pixels	Approx. 20.3M ^[14]	Viewfinder / Coverage	
Total Pixels	Approx. 21.1M	Dioptre Correction	
Aspect Ratio/Colour		Eyepoint / Dioptre Correction	
Colour Filter Type	Primary Colour		
		LCD MONITOR	
IMAGE PROCESSOR		Monitor	7.5 cm (3.0") LCD (TFT), approx. 922,000 dots
Type	DIGIC 8	Coverage	Approx. 100%
		Monitor / Coverage	
LENS		Brightness	Adjustable to one of five levels
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 ^[15]) Combined approx. 160x	FLASH	
Maximum f/number	f/3.3 – f/6.9	Modes	Auto, Manual Flash On / Off, Slow Synchro
Construction	13 elements in 11 groups (1 Hi-UD lens, 3 UD lenses, 2 double-sided aspherical lenses, 1 single-sided aspherical lens)	X-Speed	Yes. Fastest speed 1/2000 s
Image Stabilisation	Yes (lens shift-type), Approx. 3.5-stop ^[13] . Intelligent IS with Dual Sensing IS plus 5-axis Advanced Dynamic IS	Red-Eye Reduction	Yes
Ultrasonic Motor (USM)		Flash Exposure Compensation	+/- 2 EV in 1/3 stop increments.
		Flash Exposure Lock	Yes
FOCUSING		Manual Power Adjustment	3 levels with internal flash
Type	TTL	Second Curtain Synchronisation	
AF System/ Points	Face & Tracking (9 points), Tracking, Zone, 1-point, Center	Built-in Flash Range	50 cm – 5.0 m (W) / 2m - 2.5 m (T)
AF Modes	One Shot, Servo, Continuous	External Flash	
AF Point Selection			
AF Lock		SHOOTING	
AF Assist Beam	Yes	Modes	Smart Auto (29 scenes detected), Hybrid Auto, Creative Shot, Program AE, Shutter priority AE, Aperture priority AE, Manual, Sports, SCN
AF Lock/AF Assist Beam		Modes in Movie	
Manual Focus	Yes, plus MF Peaking	Photo Effects	
Focus Bracketing		Drive modes	Single, High-speed continuous, low-speed continuous
Closest Focusing Distance	1 cm (W) from front of lens in Macro	Continuous Shooting	Max: One Shot AF approx 10fps, Servo AF approx 7.4fps
		Intervalometer	
EXPOSURE CONTROL			
Metering modes	Evaluative, Centre-weighted average, Spot (Centre)	RECORDING PIXELS / COMPRESSION	
AE Lock	Yes	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
Exposure Compensation	+/- 3 EV in 1/3 stop increments.	Compression	Resize option available in playback Fine, Normal
AEB		Movies	(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]
Exposure Compensation / AEB		Movie Length	
ISO sensitivity	100-3200 in 1 stop increments		
		FILE TYPES	
SHUTTER		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
Speed	15 - 1/3200 s	Movies	MP4 [Video: MPEG-4 AVC / H.264, Audio: MPEG-4 AAC-LC (stereo)]
		GPS Log	
WHITE BALANCE		Sound Files	
Type			
Settings	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Custom.	DIRECT PRINT	
		Canon Printers	Canon SELPHY Compact Photo Printers and Canon Inkjet Printers supporting PictBridge
COLOUR MATRIX		PictBridge	Yes (via USB or Wireless LAN)
Type			

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

PHYSICAL SPECIFICATIONS

Operating Environment	0 – 40 °C, 10 – 90% humidity
Dimensions (W x H x D)	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.
^[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 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.
^[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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