

## Sharing Made Easy

Once your camera has been paired with your smartphone via the Camera Connect app\*, every photo you take will be automatically transferred to your smartphone, ready to be shared instantaneously to your favourite social media platform.



The PowerShot SX740 HS supports Bluetooth low energy technology. When paired, your smartphone has the option to quickly turn into a remote control for shooting and playback. This is great for group shots when you need to trigger your camera remotely while using a tripod.

With Bluetooth low energy technology, you can also record GPS information\*\* for every shot using the GPS function of your smart device. Tell your stories with location information to make them more interesting and memorable.

\*Available for iOS and Android™

\*\* Pairing ahead of time is necessary and GPS must be turned on.



## Specifications

## PowerShot SX740 HS

|                           |  |
|---------------------------|--|
| Image Sensor Type         | 1/2.3 type High-sensitivity CMOS (back-illuminated)  |
| Effective Pixels          | Approx. 20.3 megapixels  |
| Imaging Processor         | DIGIC 8  |
| Image Type                | JPEG   |
| Pixels Recorded           | <b>Still Images</b><br>4:3<br>Large (5184 x 3888)<br>Medium (3648 x 2736)<br>Small (2432x1824)   |
|                           | <b>Movies</b><br>4K (3840 x 2160): 29.97p / 25.00p<br>Full HD (1920 x 1080): 59.94p / 50.00p / 29.97p / 25.00p<br>HD (1280 x 720): 59.94p / 50.00p |
|                           | <b>Aspect ratio</b> 16:9 / 3:2 / 4:3 / 1:1   |
|                           | <b>Type</b> 3.0-inch type, TFT colour liquid crystal   |
| LCD Monitor               | <b>Features</b> Tilt type, upwards: approx. 180 degree, support self portrait  |
|                           | <b>Effective Pixels</b> Approx. 0.92 million dots  |
| Focal Length              | 40x zoom: 4.3 (W) - 172.0 (T) mm<br>35mm film equivalent: 24 (W) - 960 (T) mm  |
| Shooting Range            | 1cm (0.4in.) - infinity (W),<br>2m (6.6ft.) - infinity (T)<br>Macro: 1cm - 50cm (W) [0.4in. - 1.6ft. (W)]  |
| ISO Speed                 | 100-3200   |
| AF Method                 | Face + Tracking, Tracking AF, Centre AF<br>Max. 9-point AF,<br>Manual focus (MF peaking available)   |
| Aperture                  | f/3.3 (W)<br>f/6.9 (T)   |
| Shutter Speed             | 15 -1/3200 sec, Bulb   |
| Continuous Shooting Speed | Max. Approx. 10.0 shots/sec. (One-Shot AF)<br>Max. Approx. 7.4 shots/sec. (Servo AF)   |
| Movie Recording Modes     | Time-lapse movie, Video Snapshot, 4K Frame Grab, Miniature   |
| Flash Modes               | Auto, On, Slow synchro, Off  |
| Flash Range               | 50cm - 5.0m (W), 2.0m - 2.5m (T)<br>[1.6 ft. - 16.4 ft. (W), 6.6 ft. - 8.2 ft. (T)]  |
| Other Features            | Wi-Fi, Bluetooth Low Energy Technology   |
| Dimensions (W X H X D)    | 110.1 x 63.8 x 39.9 mm (4.33 x 2.51 x 1.57 in.)  |
| Weight (CIPA Compliant)   | Approx. 299g (10.5 oz.). (including battery and memory card)   |

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PowerShot

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Delighting You Always



Spice up your stories with 4K

PowerShot  
SX740 HS



40X  
OPTICAL  
ZOOM

4K  
MOVIE

10FPS  
CONTINUOUS  
SHOOTING

DIGIC  
8

4K  
TIME-LAPSE  
MOVIE

Made in  
JAPAN

## Take Your Stories Further

DIGIC 8

40X OPTICAL ZOOM

Behind the compact and slim body of the PowerShot SX740 HS is a camera that packs a huge punch above its weight. In addition to a brand new DIGIC 8 image processor and 20.3 megapixels of stunning detail is a powerful 40x optical zoom designed to impress.

Capture subjects that can be barely seen by your naked eye in dazzling clarity. Get up close to the action at a concert or anything in the distance for endless shooting opportunities. And if that is not enough, engage the ZoomPlus to boost your zoom factor up to 80x!



## Expressions Come Alive with 4K Videos

4K MOVIE

At four times the resolution of Full HD, the 4K 30p/25p video capabilities of the PowerShot SX740 HS create the most realistic footages in outstanding clarity. Witness nature and urban landscapes recorded in stunning edge-to-edge details that will impress your audience. Thanks to the high resolution of 4K videos, you can readily select any moment and grab\* it as a still image whilst maintaining high image quality. You can do this conveniently on the camera, without the need for any complicated computer software.

\*Frame grab is only possible for videos shot in 4K.



The dedicated time-lapse movie mode of the PowerShot SX740 HS comes with easy shooting operability for you to explore the effects of 4K time-lapse confidently. Try recording anything from moving cars at busy intersections to the changing hues of majestic sunsets to magical star trails.

## Shoot in the Blink of an Eye

10FPS CONTINUOUS SHOOTING



The PowerShot SX740 HS fires up to 10 frames per second in fixed AF and in continuous shooting mode. With AF tracking enabled, the camera achieves a respectable 7.4 frames per second, making sure you get your best moments even when capturing fast-moving subjects.

## Beautiful from Scene to Screen

Equipped with an approximately 180-degree tilting Live View LCD monitor, taking a selfie could not be more hassle-free. Together with the Self Portrait mode, you can select Background Defocus, Brightness or Smooth Skin to stay stylish all the time.



## Share a Slice of Life with Video Snapshot

With the Video Snapshot function, you can capture short movie clips lasting four, six or eight seconds and stitch them into one short movie that showcases the best highlights of your trip or event. Complete the movie with any of the preset music for a cinematic feel and easily upload and share it on your favourite social media platform.

## Great Results, Even in the Dark

Your photography experience does not have to end whenever there is a lack of light. With a maximum ISO speed of 3200, you can capture fireworks, night street scenes and indoor shots in dim lighting effortlessly.

## Your Photo, Your Style

The PowerShot SX740 HS offers a new Style Setting function that allows you to customise your favourite colour setting from six different setting values: Auto, Sepia, Neutral, BW, Vivid and Standard.

