

PowerShot **SX740 HS**

LITE EDITION

TELL YOUR STORY IN 4K WITH CANON'S POWERFUL 40X TRAVEL SUPERZOOM

With 40x optical zoom, superfast DIGIC 8 processing and spectacular 4K movie resolution in a pocket-sized body, the powerful PowerShot SX740 HS LITE EDITION redefines travelling light.

24mm
WIDE
40x

40x



DIGIC 8

20.3 MEGA
PIXELS
HIGH-SENSITIVITY
CMOS

20.3 Megapixel

10
Frames
Per Sec

10 fps



4K



5-Axis Digital IS

5-axis



Canon



Travel with 40x optical zoom in your pocket

Measuring just 39.9 mm deep, the PowerShot SX740 HS LITE EDITION boasts huge 40x optical zoom, doubling to 80x with ZoomPlus.



Capture memories in 4K Ultra High Definition

Spectacular 4K movie resolution and 5-axis stabilisation captures incredible detail, even at a distance.



Confidently shoot 20.3 Megapixel photos

Canon's DIGIC 8 processor intelligently detects the scene and subject, managing camera settings with Zoom Framing Assist and Hybrid Auto.



Share and store photos with Wi-Fi and Auto Transfer

Stay connected with Wi-Fi and Bluetooth® connectivity and keep your precious memories safe with Auto Transfer.



Never miss a moment thanks to fast shooting speeds

Snap superfast shots at exactly the right moment, with incredibly responsive shutter release and 10 fps continuous shooting.

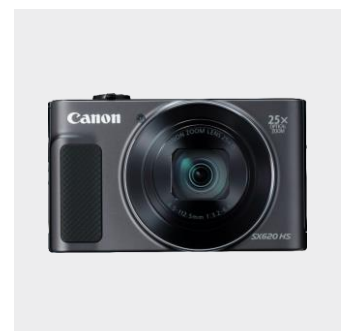
PRODUCT RANGE



**PowerShot SX740 HS
LITE EDITION**



PowerShot SX730 HS



PowerShot SX620 HS

TECHNICAL SPECIFICATIONS

PowerShot SX740 HS LITE EDITION

RANGEFINDER		LCD MONITOR	
Range	-	Type	Tilt up Approx. 180 degrees 7.5 cm (3.0") LCD (TFT), approx. 922,000 dots
Ranging Accuracy	-	Coverage	Approx. 100%
Increment Reading	-	Brightness Adjustment	Adjustable to one of five levels
Magnification	-	Touch-Screen Operations	-
Rangefinder Specific Functions	-	Display Options	-
Laser Classification	-		
IMAGE SENSOR		FLASH	
Type	1/2.3 type back-illuminated CMOS	Modes	Auto, Manual Flash On / Off, Slow Synchro
Effective Pixels	Approx. 20.3M ¹	X-Sync	Yes. Fastest speed 1/2000 s
Total pixels	Approx. 21.1M	Flash Exposure Compensation	+/- 2 EV in 1/3 stop increments.
Colour Filter Type	Primary Colour	Built-in Flash Range	50 cm – 5.0 m (W) / 2m - 2.5 m (T)
IMAGE PROCESSOR		Flash Exposure Lock	Yes
Type	DIGIC 8	Second Curtain Synchronisation	-
LENS		Hot Shoe/PC Terminal	-
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 ²) Combined approx. 160x	SHOOTING	
Maximum f/number	f/3.3 – f/6.9	Modes	Smart Auto (29 scenes detected), Hybrid Auto, Program AE, Shutter priority AE, Aperture priority AE, Manual, Sports, SCN
Construction	13 elements in 11 groups (1 Hi-UD lens, 3 UD lenses, 2 double-sided aspherical lenses, 1 single-sided aspherical lens)	Picture Styles	-
Image Stabilisation	Yes (lens shift-type), Approx. 3.5-stops ³ . Intelligent IS with Dual Sensing IS plus 5-axis Advanced Dynamic IS	Drive Modes	Single, High-speed continuous, low-speed continuous
Real Field of View (Stills)	-	Continuous Shooting	Max: One Shot AF approx 10fps for approx. 59 shots, Servo AF approx 7.4fps for approx. 127 shots ⁴
Real Field of View (Movie)	-		
Apparent Field of View (Still)	-	FILE TYPES	
Apparent Field of View (Movie)	-	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
1000m Field of View (Still)	-		
1000m Field of View (Movie)	-	RAW+JPEG/HEIF Simultaneous Recording	
		Image Size	4:3 - (L) 5184 x 3888, (M) 3648 x 2736, (S) 2432 x 1824 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 Resize option available in playback
FOCUSING		RECORDING PIXELS / COMPRESSION	
Type	TTL (Contrast AF)	Movie Type	MP4 [Video: MPEG-4 AVC / H.264, Audio: MPEG-4 AAC-LC (stereo)]
AF System/Points	Face & Tracking (9 points), Tracking, Zone, 1-point, Center	Movie Size	(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 59s ⁵
AF Modes	One Shot, Servo, Continuous	Movie Length	Maximum Recording Bitrate at 4K Approx. 120 Mbps
AF Point Selection	-	Bitrate/Mbps	Built-in stereo microphone
AF Lock	-	Microphone	Built-in speaker
AF Assist Beam	Yes	Speaker	With info display, no sound
Manual Focus	Yes, plus MF Peaking	HDMI Display	Type D (With HDMI output to HDR compatible TVs)
Focus Bracketing	-	HDMI Output	AF / MF
Closest Focusing Distance	1 cm (W) from front of lens in Macro	Focusing	4K: 100-1600FullHD (50p/60p): 100-2000FullHD (25p/30p): 100-3200 HD: 100-2000
EXPOSURE CONTROL		ISO	
Metering modes	Evaluative, Centre-weighted average, Spot (Centre)	OTHER FEATURES	
AE Lock	Yes	GPS	GPS via Mobile (via Canon Camera Connect app with compatible smart devices) ⁶
Exposure Compensation AEB	+/- 3 EV in 1/3 stop increments	Red-Eye Correction	Yes, during shooting and playback
ISO Sensitivity	100-3200 in 1 stop increments	My Camera / My Menu	-
SHUTTER		My Category	-
Speed	15 - 1/3200 s	Intelligent Orientation Sensor	
WHITE BALANCE		Histogram	Yes, during playback
Type	-	Self Timer	Approx. 2, 10 s or Custom
Settings	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, 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
VIEWFINDER			
Type	-		
Dot count	-		
Coverage (Vertical/Horizontal)	-		
Magnification	-		
Dioptr Correction	-		
Refresh Rate	-		

TECHNICAL SPECIFICATIONS

PowerShot SX740 HS LITE EDITION

CONNECTIVITY

Wired Connectivity

Hi-Speed USB dedicated connector (Micro-B compatible)

Wireless Connectivity

Wi-Fi (IEEE802.11b/g/n), (2.4 GHz only)⁷, Bluetooth low energy technology

Other

HDMI Micro (Type-D) Connector

DIRECT PRINT

PictBridge

Yes (via USB or Wireless LAN)

Canon Printers

Canon SELPHY Compact Photo Printers and Canon Inkjet Printers supporting PictBridge

STORAGE

Type

SD, SDHC, SDXC (UHS-1 Speed Class 3 compatible)

SUPPORTED OPERATING SYSTEM

PC

Windows 11 / 10 / 8.1 / 8 / 7 SP1
For Wi-Fi connection to a PC: Windows 10 / 8.1 / 8 / 7 SP1
For Image Transfer Utility: Windows 11 / 10 / 8.1 / 8 / 7 SP1

Macintosh

Mac OS X 10.9 / 10.10 / 10.11
For Wi-Fi connection to a PC: Mac OS X 10.9 / 10.10
For Image Transfer Utility: Mac OS X 10.9 / 10.10 / 10.11 / 10.12 / 10.13 / 10.14 / 10.15

SOFTWARE

Image Processing

-

Other

Image Transfer Utility Camera Connect app available on iOS and Android devices

Browsing & Printing

POWER SOURCE

Batteries

Rechargeable Li-ion Battery NB-13L (battery and charger supplied)

Battery Life

Approx. 265 shots⁹ Eco Mode: Approx. 370 shots
Playback Mode: Approx. 240 min

Battery Indicator

4 state on LCD

Power Saving

Eco mode (On / Off)
Power saving options:
- Display Off time
- Auto power Off time

Power Supply & Battery Chargers

Battery Charger CB-2LHE

ACCESSORIES

Soft Case / Waterproof Case

PU Leather softcase DCC-2400 Black

Lenses

-

Power Supply & Battery Chargers (Optional)

Battery Charger CB-2LHE

Flash

-

Remote Controller/Switch

Remote shooting and playback via Canon Camera Connect app.

Other

Interface cable IFC-600PCU

PHYSICAL SPECIFICATIONS

Operating Environment

0 – 40 °C, 10 – 90% humidity

Water/Dust-Resistance

-

Dimensions (WxHxD)

110.1 x 63.8 x 39.9 mm⁹

Weight

Approx. 299 g (including battery and memory card)⁹

Footnotes:

[1] Image processing may cause a decrease in the number of pixels.

[2] Depending on the image size selected.

[3] Based on the CIPA guidelines. Values at maximum optical focal length. Cameras whose focal length exceeds 350 mm (35 mm equivalent) are measured at 350 mm.

[4] Sustained continuous shooting speed is tested based on Canon's testing standard.

Function requires compatible SDHC/SDXC UHS-I Speed Class 3 memory card, total number of frames captured varies depending on shooting subject, settings and brand of memory card

[5] The following Speed Class memory cards are required for maximum record time: (HD) 1280 x 720 SD Speed Class 4 or above. (Full HD) 1920 x 1080 SD Speed Class 10 or above. (4K) 3840 x 2160 UHS Speed Class 3 or above.

[6] 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.

[7] Wi-Fi use may be restricted in certain countries or regions. Wi-Fi support varies by device and region.

[8] Software applications compatible with Windows 10 in Windows 10 Desktop Mode only

[9] Based on the CIPA guidelines

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All data is based on Canon standard testing methods (according to CIPA Standards) except where indicated.

Subject to change without notice.

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Sales Start Date: Mid-December 2024 (TBC)



Product details

Product Name	Mercury Code	EAN Code
PowerShot SX740 HS (BK)	2955C002AA	4549292118988
PowerShot SX740 HS (SL)	2956C002AA	4549292119053

Consumables

Accessory Name	Mercury Code	EAN Code
Battery Pack NB-13L	9839B001AA	4549292020502
Battery charger CB-2LHE	9841B001AA	4549292020625
Compact Power Adapter CA-DC30	0993C001AA	4549292054446
USB Cable IFC-600PCU	1015C001AA	4549292054378
Travel Case DCC-2400	1534C002AC	4549292072020

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Measurement / logistic information

Product Name	Mercury Code	Pack type	Pack description	Quantity per pack	Length (cm)	Width (cm)	Height (cm)	Gross Weight (kg)
PowerShot SX740 HS (BK)	2955C002AA	EA	Each	1	15.9	14.4	6.75	0.655
PowerShot SX740 HS (SL)	2956C002AA	CT	Carton	15	36.4	46.1	20.1	10.70
		EP	Euro Pallet	300	120	80	115.5	224
			Layers per Pallet	5				
			Cartons per Layer	4				
			Products per Layer	60				

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What's in the box

PowerShot SX740 HS LITE EDITION

- PowerShot SX740 HS LITE EDITION
- Wrist Strap WS-800
- Battery Pack NB-13L
- Battery Charger CB-2LHE
- AC Cable (E)
- User Manual Kit



Canon