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
40×

40x

DiG!C 8

DIGIC 8

20.3 MEGA PIXELS
HIGH-SENSITIVITY
CMOS

20.3 Megapixel

10 Frames Per Sec

10 fps

4K UHD

4K

5-Axis Digital IS

5-axis

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.
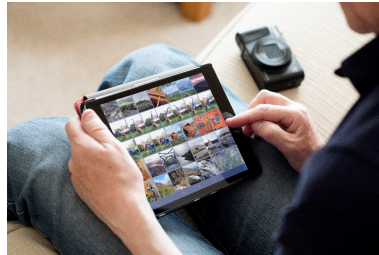

Capture memories in 4K Ultra High Definition

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

Canon

RANGEFINDER

Range	-
Ranging Accuracy	-
Increment Reading	-
Magnification	-
Rangefinder Specific Functions	-
Laser Classification	-

IMAGE SENSOR

Type	1/2.3 type back-illuminated CMOS
Effective Pixels	Approx. 20.3M[1]
Total pixels	Approx. 21.1M
Colour Filter Type	Primary Colour

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[2]) 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. 3.5-stops[3]. Intelligent IS with Dual Sensing IS plus 5-axis Advanced Dynamic IS
Real Field of View (Stills)	-
Real Field of View (Movie)	-
Apparent Field of View (Still)	-
Apparent Field of View (Movie)	-
1000m Field of View (Still)	-
1000m Field of View (Movie)	-

FOCUSING

Type	TTL (Contrast AF)
AF System/Points	Face & Tracking (9 points), Tracking, Zone, 1-point, Center
AF Modes	One Shot, Servo, Continuous
AF Point Selection	-
AF Lock	-
AF Assist Beam	Yes
Manual Focus	Yes, plus MF Peaking
Focus Bracketing	-
Closest Focusing Distance	1 cm (W) from front of lens in Macro

EXPOSURE CONTROL

Metering modes	Evaluative, Centre-weighted average, Spot (Centre)
AE Lock	Yes
Exposure Compensation	+/- 3 EV in 1/3 stop increments
AEB	-
ISO Sensitivity	100-3200 in 1 stop increments

SHUTTER

Speed	15 - 1/3200 s

WHITE BALANCE

Type	-
Settings	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Custom.

VIEWFINDER

Type	-
Dot count	-
Coverage (Vertical/Horizontal)	-
Magnification	-
Dioptre Correction	-
Refresh Rate	-

LCD MONITOR

Type	Tilt up Approx. 180 degrees 7.5 cm (3.0") LCD (TFT), approx. 922,000 dots
Coverage	Approx. 100%
Brightness Adjustment	Adjustable to one of five levels
Touch-Screen Operations	-
Display Options	-

FLASH

Modes	Auto, Manual Flash On / Off, Slow Synchro
X-Sync	Yes. Fastest speed 1/2000 s
Flash Exposure Compensation	+/- 2 EV in 1/3 stop increments.
Built-in Flash Range	50 cm – 5.0 m (W) / 2m - 2.5 m (T)
Flash Exposure Lock	Yes
Second Curtain Synchronisation	-
Hot Shoe/PC Terminal	-

SHOOTING

Modes	Smart Auto (29 scenes detected), Hybrid Auto, Program AE, Shutter priority AE, Aperture priority AE, Manual, Sports, SCN
Picture Styles	-
Drive Modes	Single, High-speed continuous, low-speed continuous
Continuous Shooting	Max: One Shot AF approx 10fps for approx. 59 shots, Servo AF approx 7.4fps for approx. 127 shots[4]

FILE TYPES

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
RAW+JPEG/HEIF Simultaneous Recording	
Image Size	4:3 - (L) 5184 x 3888, (M) 3648 x 2736, (S) 2432 x 182416:9 - (L) 5184 x 2912, (M) 3648 x 2048, (S) 2432 x 13683:2 - (L) 5184 x 3456, (M) 3648 x 2432, (S) 2432 x 16161:1 - (L) 3888 x 3888, (M) 2736 x 2736, (S) 1824 x 1824 Resize option available in playback

RECORDING PIXELS / COMPRESSION

Movie Type	MP4 [Video: MPEG-4 AVC / H.264, Audio: MPEG-4 AAC-LC (stereo)]
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
Movie Length	Up to 29 min 59s[5]
Bitrate/Mbps	Maximum Recording Bitrate at 4K Approx. 120 Mbps
Microphone	Built-in stereo microphone
Speaker	Built-in speaker
HDMI Display	With info display, no sound
HDMI Output	Type D (With HDMI output to HDR compatible TVs)
Focusing	AF / MF
ISO	4K: 100-1600FullHD (50p/60p): 100-2000FullHD (25p/30p): 100-3200 HD: 100-2000

OTHER FEATURES

GPS	GPS via Mobile (via Canon Camera Connect app with compatible smart devices)[6]
Red-Eye Correction	Yes, during shooting and playback
My Camera / My Menu	-
My Category	-
Intelligent Orientation Sensor	
Histogram	Yes, during playback
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

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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 shots[9]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 mm[9]
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.
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Sales Start Date: Mid-December 2024 (TBC)

Product details

Product Name	Mercury Code	EAN Code	Recommended Retail Price
PowerShot SX740 HS (BK)	2955C002AA	4549292118988	<Please fill in RRP>
PowerShot SX740 HS (SL)	2956C002AA	4549292119053	<Please fill in RRP>

Consumables

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

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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

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