



PowerShot SX740 HS

Specifications

Type of Camera	
Type	Compact digital still camera with built-in flash, 40x Optical, 4x Digital and 160x Combined Zoom with Optical Image Stabilizer
Image Capture Device	
Type	20.3 Megapixel*, 1/2.3-inch CMOS *Image processing may cause a decrease in the number of pixels.
Total Pixels	Approx. 21.1 Megapixels
Effective Pixels	Approx. 20.3 Megapixels
Lens	
Focal Length	4.3 (W) – 172.0 (T) mm (35mm film equivalent: 24–960mm)
Optical Zoom	40x
Digital Zoom Magnification	Approx. 4x
ZoomPlus	Approx. 80x
Focusing Range	Auto: 0.4 in. (1cm) – infinity (W), 6.6 ft. (2.0m) – infinity (T) Normal: 2.0 in. (5cm) – infinity (W), 6.6 ft. (2.0m) – infinity (T) Macro: 0.4 in. – 1.6 ft. (1.0–50cm) (W)
Autofocus System	TTL Autofocus
Viewfinder & Monitor	
Viewfinder	Not available
LCD Monitor	3.0-inch TFT Color LCD with wide viewing angle (4:3)
LCD Pixels	Approx. 922,000 dots
LCD Coverage	Approx. 100%
Aperture & Shutter	
Maximum Aperture	f/3.3 (W), f/6.9 (T)
Shutter Speed	1–1/3200 sec. 15–1/3200 sec. (in all shooting modes)
Exposure Control	
ISO Sensitivity	Auto: ISO 100–800 P: ISO 100–3200
Light Metering Method	Evaluative, Center Weighted Average, Spot
Exposure Compensation	±3 stops in 1/3-stop increments
White Balance	
White Balance Control	Auto, Daylight, Shade, Cloudy, Tungsten Light, White Fluorescent Light, Custom, WB Correction

Flash	
Built-in Flash	Auto, On, Slow Synchro, Off
Flash Range	Approx. 1.6–16.4 ft. (W), 6.6–8.2 ft. (T) Approx. 50.0cm – 5.0m (W), 2.0–2.5m (T)
Shooting Specifications	
Shooting Modes	P, M, Tv, Hybrid Auto, Auto, Standard, Vivid, Neutral, B/W, Sepia, Video Snapshot, Food
Self-Timer	Off / 2 sec. / 10 sec. / Custom
Wireless Control	Built-in Wi-Fi® and Bluetooth®
Continuous Shooting	High-speed Continuous Shooting in One-Shot AF mode: Approx. 10.0 shots/sec. Low-speed Continuous Shooting in One-Shot AF mode: Approx. 4.0 shots/sec. High-speed Continuous Shooting in Servo AF mode: Approx. 7.4 shots/sec. Low-speed Continuous Shooting in Servo AF mode: Approx. 4.0 shots/sec. Continuous shooting speed may become slower due to the following factors: Tv value, Av value, subject conditions, shooting environment, use of flash, ISO speed, zoom position.
Image Storage	
Storage Media	SD/SDHC/SDXC and UHS-I Memory Cards
File Format	Design rule for Camera File system (DCF) compliant; DPOF (Version 1.1) compatible
Image Compression	Fine / Normal
JPEG Compression Mode	Still Image: EXIF 2.31 (JPEG) Video: MP4 (Image: MPEG-4 AVC/H.264; Audio: MPEG-4 AAC-LC (Stereo))
Number of Recording Pixels	Still Images: 1) 16:9 – Large: 5184 x 2912; Medium: 3648 x 2048; Small: 2432 x 1368 2) 3:2 – Large: 5184 x 3456; Medium: 3648 x 2432; Small: 2432 x 1616 3) 4:3 – Large: 5184 x 3888; Medium: 3648 x 2736; Small: 2432 x 1824 4) 1:1 – Large: 3888 x 3888; Medium: 2736 x 2736; Small: 1824 x 1824 Videos: 4K 3840 x 2160: 29.97 fps Full HD 1920 x 1080: 59.94 fps, 29.97 fps HD 1280 x 720: 59.94 fps

Approx. Number of Shots Recordable to a 32GB Memory Card

		3:2	4:3
Large	F	4682	4174
	N	8450	7545
Medium	F	8071	7194
	N	9999	9999
Small	F	9999	9999

Note: F=Fine, N=Normal

Total Movie Time Recordable to Memory Card

Pixels	Frame Rate/ Video System	Recording Time per a Memory Card	Single Clip Recording Time	Recording Bit Rate*
4K (3840 x 2160)	29.97 fps	Approx. 35 min. 33 sec.	29 min. 59 sec.	Approx. 120 Mbps
Full HD (1920 x 1080)	59.94 fps	Approx. 1 hr. 11 min. 7 sec.	29 min. 59 sec.	Approx. 60 Mbps
	29.97 fps	Approx. 2 hrs. 22 min. 13 sec.	29 min. 59 sec.	Approx. 30 Mbps
HD (1280 x 720)	29.97 fps	Approx. 2 hrs. 44 min. 6 sec.	29 min. 59 sec.	Approx. 26 Mbps

* Sound data not included.

Single-time recording will stop automatically when single recording reaches maximum recordable time or the memory card becomes full.

On memory cards with a capacity of 32 GB and below, movies that exceed 4 GB are divided into multiple files (max. approx. 4 GB each). On memory cards with capacity of 64 GB and above, the movies are not divided and saved as a single file. Measured on a card that was formatted with this camera.

Playback Specifications	
Playback Modes File	Protect, Rotate, Erase, Set Image Search Conditions, Slideshow, Photobook Set-up, Rating, Movie Playback, Highlight Alert, Movie Frame Grab*, Resize**, Cropping**, Tilt Correction**, Red-Eye Correction** * 4K movies only. ** Applicable only to images taken with the same model.
Interfaces	
Video Out	HDMI (Type D)
Audio Out	Stereo
Other	Hi-Speed USB (Micro); direct connection to Canon SELPHY, PIXMA Photo Printers & PictBridge compatible printers
Power Supply	
Power Source	Battery Pack NB-13L
Shooting Capacity	Approx. 265 shots Approx. 370 shots in ECO Mode Video Recording Time (CIPA compliant): Approx. 60 min. Video Recording Time (Continuous Shooting): Approx. 100 min.
Playback Time	Approx. 4 hrs.
Physical Specifications	
Operating Temperature	32-104°F/0-40°C
Operating Humidity	10-90%
Dimensions (W x H x D)	Approx. 4.33 x 2.51 x 1.57 in. / 110.1 x 63.8 x 39.9mm
Weight	Approx. 10.5 oz. / 299g (CIPA standard) Approx. 9.7 oz. / 275g (Body only)