ComX Computers
Product Specification Sheet

7284C001AA

Canon IXUS 285 HS 20.2MP Compact Digital Camera with 12x Optical zoom

Product Overview

Canon IXUS 285 HS 20.2MP Compact Digital Camera, 12x Optical Zoom Lens with 25mm Wide-Angle start, 20.2 Megapixel CMOS Sensor and digic 4+ Processor, Full HD Video recording at 1920x1080 pixels in MP4 Format, Wi-Fi and NFC connectivity for Smart device sharing, Intelligent Optical Image stabilizer for Sharp stills and movies, 3.0 inch LCD screen, MicroSD Memory card compatibility, ISO sensitivity range from 80 to 3200 for low Light Performance, Auto Zoom feature for Automatic framing at the Touch of a Button, Creative shot mode creates five additional Unique images instantly, Wireless Remote shooting capability from compatible Smart devices











Specifications

Overview Summary:

Bring style and performance together with the Canon IXUS 285 HS, a pocketable compact digital camera perfect for capturing high-quality moments on the go. This sleek device features a powerful 12x optical zoom lens and Wi-Fi connectivity, allowing you to share your stunning Full HD photos and videos instantly from anywhere in South Africa.

Designed with a slim metal body and an intuitive interface, it delivers exceptional image quality even in low-light conditions thanks to its advanced CMOS sensor. Whether you are exploring scenic landscapes or documenting daily life, this camera ensures sharp results with every shot. Buy now to experience effortless creativity and superior photo quality.

Performance tier: High

Uses: Travel photography, everyday snapshots, video recording, low-light shooting, social media sharing

Overview:

The Canon IXUS 285 HS is a compact digital camera designed to fit seamlessly into your pocket without compromising on style or performance. This sleek, metal-bodied device combines ultra-slim design with versatile shooting capabilities, making it ideal for capturing high-quality photos and Full HD movies in any lighting condition. With its powerful DIGIC 4+ processor and intelligent image stabilization, the IXUS 285 HS ensures sharp, detailed images even when capturing fast-moving subjects or shooting from a distance.

Description:

The Canon IXUS 285 HS (Part Number: 7284C001AA) is a stylish and portable compact camera that delivers professional-quality results in an ultra-slim form factor. Key highlights include a 12x optical zoom lens with a 25mm wide-angle start, allowing for expansive landscapes or distant subjects to be captured with clarity. The camera features a high-resolution CMOS sensor and DIGIC 4+ image processing engine, ensuring exceptional detail and low-light performance. Connectivity is effortless thanks to built-in Wi-Fi and NFC, enabling instant sharing to smartphones and social media platforms. Additional creative tools like Creative Shot and Hybrid Auto simplify the process of capturing unique moments and generating HD movie summaries automatically.

Features:

Pocketable Style and Versatile Zoom
The IXUS 285 HS is built for those who value both aesthetics and functionality. Its slim profile makes it easy to carry

anywhere, while the flexible lens system offers a 12x optical zoom range that extends up to 24x with ZoomPlus technology. The auto-zoom feature intelligently frames your shot based on the number of subjects in the scene, ensuring you never miss a detail whether capturing a group portrait or a distant landscape.

Capture Stunning Images and Movies
Equipped with a 20.2-megapixel CMOS sensor and intelligent optical image stabilization, this camera delivers sharp stills and steady Full HD movies at the touch of a button. The large 3.0-inch LCD screen provides clear visibility for framing shots and reviewing images on the go. Users can also utilize Creative Shot to instantly generate five unique edited versions of their photo or use Hybrid Auto mode to create fun HD movie summaries of daily events.

Seamless Connectivity and Sharing
Sharing your memories is effortless with built-in Wi-Fi and Dynamic NFC support. A simple tap connects the camera to compatible smart devices for instant transfer and remote shooting capabilities. The Image Sync feature allows you to automatically back up new images to cloud services, ensuring your photos are safe even if you lose the device.

Key Features:

- 12x optical zoom lens with 25mm wide-angle and 24x ZoomPlus capability
- 20.2 Megapixel CMOS sensor with DIGIC 4+ processing for superior image quality
- Intelligent Optical Image Stabilizer for sharp photos and steady video
- Wi-Fi and NFC connectivity for instant sharing and remote control
- Creative Shot mode creates multiple unique edits from a single shot
- Hybrid Auto mode automatically generates HD movie summaries
- Full HD 1080p video recording in MP4 format with Dynamic Image Stabilizer
- Large 3.0-inch LCD screen for easy playback and shooting

Technical Specifications:

- Camera Type: Compact Digital Camera
- Sensor Size: 1/2.3 inch CMOS
- Total Megapixels: 21.1 MP (Approx. 20.2 MP effective)
- Lens Focal Length: 4.5 - 54 mm (25mm - 300mm equivalent)
- ISO Sensitivity: Range from 80 to 3200
- Shutter Speed: 1/2000 s to 1 s
- Display: 7.62 cm (3") LCD with 461,000 dots
- Video Resolution: 1920 x 1080 pixels (Full HD)
- Storage: Supports MicroSD, MicroSDHC, and MicroSDXC cards
- Battery Life: Approximately 180 shots per charge (CIPA standard)
- Weight: 146 g
- Dimensions: 99.6 mm x 58 mm x 22.8 mm

The Canon IXUS 285 HS represents a perfect balance of portability and power, allowing users to capture high-quality memories with minimal effort. Its advanced autofocus modes, including Servo and Tracking Auto Focus, ensure precise focusing on moving subjects, while the variety of scene modes like Portrait and Fireworks cater to specific shooting scenarios.

What's in the box

- Digital Camera IXUS 285 HS
- Wrist Strap WS-800
- Battery Pack NB-11LH
- Battery Charger CB-2LFE
- AC Cable

- User Manual Kit

Specifications:

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Specifications	
Product Code	7284C001AA
Picture quality	
Camera type	Compact camera
Megapixel (approx.)	20.2 MP
Image sensor size	1/2.3"
Image sensor aspect ratio	4:3
Sensor type	CMOS
Maximum image resolution	5184 x 3888 pixels
Still image resolution(s)	5184 x 3888, 2592 x 1944, 3648 x 2736, 2048 x 1536, 640 x 480
	5184 x 2912, 3648 x 2048, 1920 x 1080, 640 x 360
	5184 x 3456, 3648 x 2432, 2048 x 1368, 640 x 424
	3888 x 3888, 2736 x 2736, 1536 x 1536, 480 x 480
Image stabilizer	Yes
Total megapixels	21.1 MP
Colour filter type	Primary colour filter
Image formats supported	JPEG
Lens system	
Optical zoom	12x
Digital zoom	4x
Focal length range	4.5 - 54
Minimum focal length (35mm film equiv)	25 mm
Maximum focal length (35mm film equiv)	300 mm
Minimum aperture number	7
Maximum aperture number	3.6
Focusing	
Focus	TTL
Focus adjustment	Auto
Auto focusing (AF) modes	Continuous Auto Focus, Servo Auto Focus, Single Auto Focus, Tracking Auto Focus
Closest focusing distance	0.01 m

Exposure	
ISO sensitivity (min)	80
ISO sensitivity (max)	3200
ISO sensitivity	80, 100, 200, 400, 800, 1600, 3200
Light exposure correction	+/- 2EV (1/3EV step)
Light metering	Centre-weighted, Evaluative (Multi-pattern), Spot
Auto Exposure (AE) lock	Yes
Shutter	
Fastest camera shutter speed	1/2000 s
Slowest camera shutter speed	1 s
Flash	
Flash modes	Auto, Manual, Red-eye reduction, Slow synchronization
Flash exposure compensation	Yes
Video	
Video recording	Yes
Maximum video resolution	1920 x 1080 pixels
HD type	Full HD
Video formats supported	MP4
Memory	
Compatible memory cards	MicroSD (TransFlash), MicroSDHC, MicroSDXC
Display	
Display	LCD
Display diagonal	7.62 cm (3")
Display resolution	461000 dot
Number of manual brightness adjustment levels	5
Display brightness adjustment	Yes
Ports & interfaces	
PictBridge	Yes
USB version	2
USB connector	Mini-USB B
HDMI	Yes
HDMI connector type	Micro
Network	
Bluetooth	No
Wi-Fi	Yes
Near Field Communication (NFC)	Yes

Camera	
White balance	Auto, Cloudy, Custom modes, Daylight, Fluorescent, Fluorescent H, Tungsten
Scene modes	Fireworks, Portrait
Shooting modes	Auto
Photo effects	Black&White, Neutral, Sepia, Vivid
Self-timer delay	2,10,Custom
Playback zoom (min)	2x
Orientation sensor	Yes
Histogram	Yes
Built-in processor	Yes
Image processor	DIGIC 4+
Design	
Product colour	Silver
Market segment	Consumer
Battery	
Battery technology	Lithium-Ion (Li-Ion)
Battery life (CIPA standard)	180 shots
Battery type	NB-11LH
General	
Product family	Digital IXUS
Power	
USB Type-C charging port	No
Operational conditions	
Operating temperature (T-T)	0 - 40 degreesC
Operating relative humidity (H-H)	10 - 90%
Weight & dimensions	
Width	99.6 mm
Depth	22.8 mm
Height	58 mm
Weight	146 g
Packaging content	
Wrist strap included	Yes
AC adapter included	No
Cables included	AC
Batteries included	Yes
Battery charger included	Yes

FAQ

Is this camera suitable for low-light photography?
The Canon IXUS 285 HS features a DIGIC 4+ processor and an intelligent optical Image Stabilizer to ensure sharp stills and steady movies even in low light, though users should be aware the battery life is rated at 180 shots per charge.

How does the connectivity work for sharing photos?
You can connect to compatible smart devices with just one tap using Wi-Fi or NFC for easy sharing, and there is also a dedicated Wi-Fi Button that offers a quick shortcut to these functions.

What lens capabilities does this camera offer?
This model includes a flexible 12x optical zoom lens with an ultra-wide angle starting at 25mm, which can be extended to 300mm equivalent or up to 24x using ZoomPlus for capturing moments near or far.

Can I record high-definition video and how is it stored?
You can effortlessly shoot Full HD movies (1080p) in MP4 format with one touch, and the camera uses MicroSD, MicroSDHC, or MicroSDXC cards for storage while offering an intelligent optical Image Stabilizer to keep footage steady.

What creative features are available for taking unique photos?:

The Creative Shot function automatically analyzes your scene at the touch of a shutter and creates 5 additional unique images, while Hybrid Auto mode can also let the camera create a fun HD movie summary of your day.

Product Information Online

For the latest product information, availability and purchasing details, please visit the product page:

Product page:
https://www.comx-computers.co.za/7284C001AA-Canon-IXUS-285-HS-20-2MP-Compact-Digital-Camera-with-12x-Optical-zoom-p-341878.php

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