



PowerShot SX730 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. (1.0cm) – infinity (W), 6.6 ft. (2.0m) – infinity (T) Normal: 2.0 in. (5.0cm) – infinity (W), 6.6 ft. (2.0m) – infinity (T) Macro: 0.4 in. – 1.6 ft. (1.0–50.0cm) (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 80–1600 P: ISO 80–3200
Light Metering Method	Evaluative, Center Weighted Average, Spot
Exposure Compensation	Still Images: ±2 stops in 1/3-stop increments
White Balance	
White Balance Control	Auto, Daylight, Cloudy, Light Bulb, Fluorescent, Fluorescent H, Custom
Flash	
Built-in Flash	Auto, On, Slow Synchro, Off

Flash Range	1.6–13.1 ft. (W), 6.6–6.6 ft. (T) 50.0cm – 4.0m (W), 2.0–2.0m (T)
Shooting Specifications	
Shooting Modes	P, Hybrid Auto, Auto, Creative Shot, Portrait, Smile, Wink Self-timer, Face Self-timer, High-speed Burst, Handheld Night Scene, Low Light, Fish-eye Effect, Miniature Effect, Toy Camera Effect, Monochrome, Super Vivid, Poster Effect, Fireworks, Long Shutter
My Colors	My Colors Off, Vivid, Neutral, Sepia, Black & White, Positive Film, Lighter Skin Tone, Darker Skin Tone, Vivid Blue, Vivid Green, Vivid Red, Custom Color
Self-Timer	Off / 2 sec. / 10 sec. / Custom
Wireless Control	Built-in Wi-Fi®, NFC and Bluetooth®
Continuous Shooting	Normal Continuous Shooting in Auto/P modes: Approx. 5.9 shots/sec. Continuous Shooting in P Continuous AF mode: Approx. 4.6 shots/sec. Continuous Shooting in Low-light Mode: Approx. 2.3 shots/sec. Continuous shooting speed may become slower due to the following factors: Tv value, Av value, subject conditions, brightness, shooting with flash, zoom positions, battery level.
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	Superfine / Fine
JPEG Compression Mode	Still Image: EXIF 2.3 (JPEG) Video: MP4 (Image: MPEG-4 AVC/H.264; Audio: MPEG-4 AAC-LC (Monaural))
Number of Recording Pixels	Still Images: 1) 16:9 – Large: 5184 x 2912; Medium 1: 3648 x 2048; Medium 2: 1920 x 1080; Small: 640 x 360 2) 3:2 – Large: 5184 x 3456; Medium 1: 3648 x 2432; Medium 2: 2048 x 1368; Small: 640 x 424 3) 4:3 – Large: 5184 x 3888; Medium 1: 3648 x 2736; Medium 2: 2048 x 1536; Medium: 2592 x 1944; Small: 640 x 480 4) 1:1 – Large: 3888 x 3888; Medium 1: 2736 x 2736; Medium 2: 1536 x 1536; Small: 480 x 480 Videos: Full HD 1920 x 1280: 59.94 fps / 29.97 fps HD 1280 x 720: 29.97 fps 640 x 480: 29.97 fps

Approx. Number of Shots Recordable to 16GB Memory Card

		16:9	3:2	4:3	1:1
Large	SF	2358	1991	1766	2347
	F	3950	3350	2980	3950
Medium 1 (M1)	SF	4717	3982	3546	4717
	F	7965	6656	5925	7837
Medium 2 (M2)	SF	13497	10563	9344	12459
	F	24296	18689	16755	22087
Medium	F	–	–	10798	–
Small	SF	69418	60741	53992	69418
	F	97186	80988	80988	97186

Note: SF=Superfine, F=Fine

Total Movie Time Recordable to Memory Card

Pixels	Frame Rate/ Video System	Recording Time per a Memory Card	Single Clip Recording Time	Recording File Size (KB/sec.)	Recording Bit Rate*
Full HD (1920 x 1080)	59.94 fps	59 min. 30 sec.	29 min. 59 sec.	4288	Approx. 35 Mbps
	29.97 fps	1 hr. 26 min. 5 sec.	29 min. 59 sec.	2945	Approx. 24 Mbps
HQ	29.97 fps	4 hrs. 5 min. 15 sec.	29 min. 59 sec.	992	Approx. 8 Mbps
VGA	29.97 fps	10 hrs. 22 min. 35 sec.	59 min. 59 sec.	382	Approx. 3 Mbps

*Recording bit rate of movie images only, sound data not included.

Limitations of movie shooting: continuous shooting is possible until the memory card becomes full or the recording length for one movie reaches approx. 29 minutes 59 seconds.

Playback Specifications	
Playback Modes File	Smart Shuffle, Group Playback, List/Play Digest Movies, Story Highlights, Protect, Favorites, Erase, Slideshow, Rotate, Album Playback, i-Contrast, Resize, Cropping, Red-Eye Correction, My Colors, Photobook Set-up, Scroll Display, Group Images, Auto Rotate, Resume, Transition Effect
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. 250 shots Approx. 355 shots in ECO Mode Video Recording Time (CIPA compliant): Approx. 50 min. Video Recording Time (Continuous Shooting): Approx. 85 min.
Playback Time	Approx. 5 hrs.
Physical Specifications	
Operating Temperature	32-104°F/0-40°C
Operating Humidity	10-90%
Dimensions (W x H x D)	4.3 x 2.5 x 1.6 in. / 110.1 x 63.8 x 39.9mm
Weight	10.6 oz. / 300g (CIPA standard) 9.7 oz. / 276g (Body only)