Sharing Made Easy

Once your camera has been paired with your smartphone via the Camera Connect app*, every photo you take will be automatically transferred to your smartphone, ready to be shared instantaneously to your favourite social media platform.





The PowerShot SX740 HS supports Bluetooth low energy technology. When paired, your smartphone has the option to guickly turn into a remote control for shooting and playback. This is great for group shots when you need to trigger your camera remotely while using a tripod.

With Bluetooth low energy technology, you can also record GPS information** for every shot using the GPS function of your smart device. Tell your stories with location information to make them more interesting and memorable.

*Available for iOS and Android™

** Pairing ahead of time is necessary and GPS must be turned on.

Specifications

PowerShot SX740 HS



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Specifications are subject to change without notice.

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Canon

Delighting You Always



Spice up your stories with 4K

PowerShot SX740 HS



Take Your Stories Further

DIGIC 8 **40X** _{OPTICAL} _{ZODM}

Behind the compact and slim body of the PowerShot SX740 HS is a camera that packs a huge punch above its weight. In addition to a brand new DIGIC 8 image processor and 20.3 megapixels of stunning detail is a powerful 40x optical zoom designed to impress.

Capture subjects that can be barely seen by your naked eye in dazzling clarity. Get up close to the action at a concert or anything in the distance for endless shooting opportunities. And if that is not enough, engage the ZoomPlus to boost your zoom factor up to 80x!



Shoot in the Blink of an Eye



The PowerShot SX740 HS fires up to 10 frames per second in fixed AF and in continuous shooting mode. With AF tracking enabled, the camera achieves a respectable 7.4 frames per second, making sure you get your best moments even when capturing fast-moving subjects.

Expressions Come Alive (with 4K Videos

At four times the resolution of Full HD, the 4K 30p/25p video capabilities of the PowerShot SX740 HS create the most realistic footages in outstanding clarity. Witness nature and urban landscapes recorded in stunning edge-to-edge details that will impress your audience. Thanks to the high resolution of 4K videos, you can readily select any moment and grab⁺ it as a still image whilst maintaining high image quality. You can do this conveniently on the camera, without the need for any complicated computer software.

20.3 MEGA PIXELS Wi-Fi

*Frame grab is only possibl for videos shot in 4K.





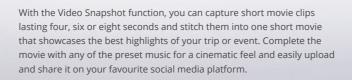


The dedicated time-lapse movie mode of the PowerShot SX740 HS comes with easy shooting operationality for you to explore the effects of 4K time-lapse confidently. Try recording anything from moving cars at busy intersections to the changing hues of majestic sunsets to magical star trails.

Beautiful from Scene to Screen

Equipped with an approximately 180-degree tilting Live View LCD monitor, taking a selfie could not be more hassle-free. Together with the Self Portrait mode, you can select Background Defocus, Brightness or Smooth Skin to stay stylish all the time.

Share a Slice of Life with Video Snapshot



Great Results, Even in the Dark

Your photography experience does not have to end whenever there is a lack of light. With a maximum ISO speed of 3200, you can capture fireworks, night street scenes and indoor shots in dim lighting effortlessly.

Your Photo, Your Style

The PowerShot SX740 HS offers a new Style Setting function that allows you to customise your favourite colour setting from six different setting values: Auto, Sepia, Neutral, BW, Vivid and Standard.

