IXUS 285 HS A
STYLE AND PERFORMANCE IN YOUR POCKET

Fit style and performance in your pocket with this 12x zoom IXUS – share effortlessly via Wi-Fi and NFC.

25mm WIDE
12×

12x optical zoom with ultra-wide angle

24x ZoomPlus

Zoom to 24x with great quality

DiG!C 4+

Powerful DIGIC processing

7.5 cm 3.0 " LCD

7.5 cm (3.0") LCD

20.2 MEGA PIXELS HIGH-SENSITIVITY CMOS

20.2 Megapixel CMOS

N™

NFC simplifies smartphone sharing

Pocketable style

This ultra-slim and stylish metal-bodied IXUS is easy to carry with you wherever you go and features a flexible 25mm ultra-wide 12x optical zoom lens with 24x ZoomPlus; so you can easily capture every moment, near or far, in superb quality photos and movies. Auto Zoom helps you select the best framing at the touch of a button.

Superb quality

Enjoy exceptional quality, detailed images even in low light thanks to a 20.2 Megapixels CMOS sensor and DIGIC 4+ processing. An intelligent optical Image Stabilizer ensures sharp stills and steady movies in any situation, while the large 7.5 cm (3.0") LCD screen allows easy shooting and playback.

Instant Full HD movies

Making great movies is fun and easy. With one touch of a button, you can effortlessly shoot great Full HD movies (1080p) in MP4 format. Experience the creative versatility of shooting movies using the optical zoom and still enjoy sharp, steady results thanks to the Dynamic Image Stabilizer.
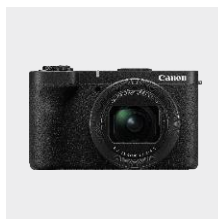

Effortless creativity

At the touch of the shutter, Creative Shot automatically analyses the scene and creates 5 additional unique images of your original shot. Get close and capture stunning everyday detail with 1 cm Macro or simply point and shoot with Hybrid Auto and let the camera automatically create a fun HD (720p) movie summary of the day.
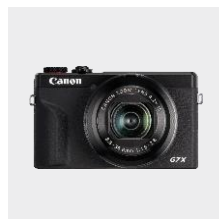
Quick connections

Connect to your compatible smart device with just one tap using Wi-Fi with Dynamic NFC for easy sharing. Use Image Sync to automatically back up new images to cloud services and capture great group shots with wireless Remote Shooting from your smart device. The Wi-Fi Button offers a quick and easy shortcut to Wi-Fi functions.
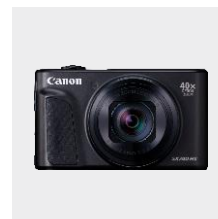
PRODUCT RANGE

PowerShot V1

PowerShot G7 X Mark III

PowerShot SX740 HS Lite Edition

IXUS 285 HS A

TECHNICAL SPECIFICATIONS

IXUS 285 HS A

IMAGE SENSOR		SHOOTING	
Type	1/2.3 type back-illuminated CMOS	Modes	Hybrid Auto, Creative Shot, SCN (Smart Auto (32 scenes detected), P, Portrait, Smart Shutter (Smile, Wink Self-Timer, FaceSelf-Timer), High-speed Burst (5.0 MP), Handheld Night Scene, Low Light (5.0 MP), Fish-eye Effect, Miniature Effect, Toy Camera Effect, Monochrome, Super Vivid, Poster Effect, Fireworks, Long Shutter)
Effective Pixels	Approx. 20.2 M [8]		
Effective / Total Pixels	Approx. 21.1 M		
Colour Filter Type	Primary Colour		
IMAGE PROCESSOR			
Type	DIGIC 4+ with iSAPS technology	Modes in Movie	Smart Auto (21 scenes detected), P, Portrait, Miniature Effect, Monochrome, Super Vivid, Poster Effect, Fireworks
LENS		Photo Effects	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)
Focal Length	4.5 – 54.0 mm (35 mm equivalent: 25 – 300 mm)		
Zoom	Optical 12x ZoomPlus 24x Digital approx. 4x. (with Digital Tele-Converter Approx. 1.6x or 2.0x) Combined approx. 48x [1]	Drive modes	Single, Continuous, Self-Timer
		Continuous Shooting	Approx. 2.5 shots/s High-speed Burst (5.0 MP): Approx. 7.2 shots/s (all speeds are until memory card becomes full) [2] [3]
Maximum f/number	f/3.6 – f/7.0		
Construction	9 elements in 7 groups (1 double-sided aspherical UA lens, 1 double-sided aspherical lens, 1 single-sided aspherical lens)	**RECORDING PIXELS / COMPRESSION**	
		Image Size	4:3 - (L) 5184 x 3888, (M) 2592 x 1944, (M1) 3648 x 2736, (M2) 2048 x 1536, (S) 640 x 480 16:9 - (L) 5184 x 2912, (M1) 3648 x 2048, (M2) 1920 x 1080, (S) 640 x 360 3:2 - (L) 5184 x 3456, (M1) 3648 x 2432, (M2) 2048 x 1368, (S) 640 x 424 1:1 - (L) 3888 x 3888, (M1) 2736 x 2736, (M2) 1536 x 1536, (S) 480 x 480
Image Stabilisation	Yes (lens shift-type), approx. 2.5-stop [7]. Intelligent IS plus 4-axis Enhanced Dynamic IS		
FOCUSING			
Type	TTL		
AF System/ Points	AiAF (Face Detection / 9-point), 1-point AF (fixed to centre)		
AF Modes	Single, Continuous, Servo AF/AE [4], Tracking AF	Compression	Resize option available in playback
AF Point Selection	Size (Normal, Small)		Superfine, Fine
AF Assist Beam	Yes	Movies	(Full HD) 1920 x 1080, 29.97 fps, (HD) 1280 x 720, 29.97 fps, (L) 640 x 480, 29.97 fps
Closest Focusing Distance	1 cm (W) from front of lens in Macro		
EXPOSURE CONTROL			Miniature Effect (HD, L) 6 fps, 3 fps, 1.5 fps Hybrid Auto (HD) 29.97 fps
Metering modes	Evaluative (linked to Face Detection AF frame), Centre-weighted average, Spot (Centre)	Movie Length	(Full HD & HD) Up to 4 GB or 29 min 59 s [5] (L) Up to 4 GB or 1 hour [3]
AE Lock	Yes		
Exposure Compensation	+/- 2 EV in 1/3 stop increments. Enhanced i-Contrast for automatic dynamic range correction	**FILE TYPES**	
		Still Image Type	JPEG compression, (Exif 2.3 [Exif Print] compliant) / Design rule for Camera File system, Digital Print Order Format [DPOF] Version 1.1 compliant
ISO sensitivity	AUTO, 80, 100, 200, 400, 800, 1600, 3200		
		Movies	MP4 [Video: MPEG4-AVC / H.264, Audio: MPEG4 AAC-LC (monaural)]
SHUTTER			
Speed	1 – 1/2000 s (factory default) 15 – 1/2000 s (total range – varies by shooting mode)	**DIRECT PRINT**	
		Canon Printers	Canon SELPHY Compact Photo Printers and Canon Inkjet Printers supporting PictBridge
		PictBridge	Yes (via USB)
WHITE BALANCE			
Type	TTL	**OTHER FEATURES**	
Settings	Auto (including Face Detection WB), Daylight, Cloudy, Tungsten, Fluorescent, Fluorescent H, Custom.	GPS	GPS via mobile (via Canon Camera Connect app with compatible smart devices)
		Red-Eye Correction	Yes, during shooting and playback
		Intelligent Orientation Sensor	Yes, with Auto Rotate
COLOUR MATRIX		Histogram	Yes, during playback
Type	sRGB	Playback zoom	Approx. 2x – 10x
		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
LCD MONITOR			
Monitor	7.5 cm (3.0") LCD (TFT), Approx. 461,000 dots		
Coverage	Approx. 100%		
Brightness	Adjustable to one of five levels. Quick-bright LCD		
FLASH			
Modes	Auto, Manual Flash On / Off, Slow Synchro	**INTERFACE**	
Red-Eye Reduction	Yes	Computer	Hi-Speed USB composite connector (Mini-B compatible)
Flash Exposure Compensation	Face Detection FE, Smart Flash Exposure	Other	HDMI Micro (Type-D) Connector A/V output, composite connector (PAL/NTSC)
Built-in Flash Range	50 cm – 4.0 m (W) / 1.0 m – 2.0 m (T)	Computer / Other	Wi-Fi (IEEE802.11b/g/n), (2.4 GHz only), with Dynamic NFC support [6]

Canon

TECHNICAL SPECIFICATIONS

IXUS 285 HS A

MEMORY CARD

Type
microSD, microSDHC, microSDXC

SUPPORTED OPERATING SYSTEM

PC & Macintosh
Windows 10 / 8.1 / 8 / 7 SP1 [9]
Mac OS X 10.9 / 10.10 / 10.11

For Wi-Fi connection to a PC:
Windows 10 / 8.1 / 8 / 7 SP1
Mac OS X 10.9 / 10.10

SOFTWARE

Other
CameraWindow DC
Map Utility

Camera Connect app available on iOS and Android devices

POWER SOURCE

Batteries
Rechargeable Li-ion Battery NB-11L / NB-11LH
(NB-11LH battery and charger supplied)

Battery life
Approx. 180 shots

Eco Mode: Approx. 265 shots
Playback Mode: Approx. 240 min

ACCESSORIES

Cases / Straps
Soft Case DCC-1350
Soft Case DCC-1370

Power Supply & Battery Chargers
Battery Charger CB-2LFE
Rechargeable Li-ion Battery NB-11L / NB-11LH

Other
Canon AV cable AVC-DC400
Interface Cable IFC-400PCU

PHYSICAL SPECIFICATIONS

Operating Environment
0 – 40 °C, 10 – 90 % humidity

Dimensions (W x H x D)
99.6 mm x 58.0 mm x 22.8 mm

Weight (incl. battery and card) *CIPA compliant*
146 g

Footnotes:

[1] Depending on the image size selected.
[2] Under conditions where the flash does not fire.
[3] Depending on memory card speed / capacity / compression setting.
[4] Some settings limit availability.
[5] The following Speed Class memory cards are required for maximum record time:
(HD) 1280 x 720 Speed Class 4 or above. (Full HD) 1920 x 1080 Speed Class 6 or above.
(iFrame) 1280 x 720 Speed Class 6 or above.
[6] Wi-Fi use may be restricted in certain countries or regions. Wi-Fi support varies by device and region.
[7] Values at maximum optical focal length. Cameras whose focal length exceeds 350 mm (35 mm equivalent) are measured at 350 mm.
[8] Image processing may cause a decrease in the number of pixels.
[9] Software applications compatible with Windows 10 in Windows 10 Desktop Mode only

Disclaimers

- All data is based on Canon standard testing methods (according to CIPA Standards) except where indicated.
- Subject to change without notice.

Canon

STYLE AND PERFORMANCE IN YOUR POCKET

IXUS 285 HS A

Fit style and performance in your pocket with this 12x zoom IXUS – share effortlessly via Wi-Fi and NFC.

Sales Start Date: September 2025 TBC

Product details

Product Name	Mercury Code	EAN Code
D.CAM IXUS 285 HS A BK EU26	7281C001AA	4549292250978
D.CAM IXUS 285 HS A BK SEE	7281C007AA	8714574693187
D.CAM IXUS 285 HS A SL EU26	7284C001AA	4549292251036
D.CAM IXUS 285 HS A SL SEE	7284C008AA	8714574693200

Optional accessories

Accessory Name	Mercury Code	EAN Code
Battery Pack NB-11LH	9391B001AB	4549292004472
Battery Charger CB-2LFE	8420B001BA	4960999977324
Interface Cable IFC-400PCU	9370A001AA	4960999209906
Audio-Video Cable AVC-DC400	2563B001AA	4960999570754
DCC-2400 Travel Case	1534C002AC	4549292072020

Measurement / logistic information

Product Name	Mercury Code	Pack type	Pack description	Quantity per pack	Length (cm)	Width (cm)	Height (cm)	Net weight (kg)	Gross Weight (kg)
D.CAM IXUS 285 HS A BK EU26 D.CAM IXUS 285 HS A BK SEE D.CAM IXUS 285 HS A SL EU26 D.CAM IXUS 285 HS A SL SEE	7281C001AA 7281C007AA 7284C001AA 7284C008AA	EA	Each	1	15.9	13.8	6	371.9	0.465
		CT	Carton	15	44.7	32.6	20.2	N/A	8.10
		EP	Euro Pallet	375	120	80	116	N/A	202
			Layers per Pallet	5					
			Cartons per Layer	5					
			Products per layer	75					

Canon

STYLE AND PERFORMANCE IN YOUR POCKET

IXUS 285 HS A

Fit style and performance in your pocket with this 12x zoom IXUS – share effortlessly via Wi-Fi and NFC.

What's in the box

IXUS 285 HS A

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

Canon