

## Product Review Example (Digital Cameras)

**Canon Powershot A540 Digital Camera** The incredibly versatile Canon PowerShot A540 digital camera offers high performance and quality with every shot. With 6.2 megapixels and an abundant 4x optical zoom, this feature packed camera is bound to impress. As well as offering standard point and shoot, the Canon PowerShot A540 has remarkable video capability and a 2.5inch LCD screen with the option of a bright optical viewfinder. With both manual and automated exposure and focus this camera offers usable ISO 800 shots for quality imagery, every time. This pocket-size, lightweight camera provides delightfully easy to navigate controls making it incredibly user-friendly while the exciting range of features allows the creative juices to flow, such as the Color Swap mode, which offers selective colour changes in any shot. Sporting a zoom lens which can focus to 2 inches as well as the availability of movie footage which can be shot at up to 640x400 pixels at 30fps, the Canon PowerShot provides versatility for professional quality photography. Responsive and robust, the Canon PowerShot A540 comes complete with a crimson focus-assist lamp for those difficult low-contrast lighting situations. Bestowed with impressive image quality, the manual control settings include aperture priority for experienced photographers and has the option of a range of add-on lenses including the 1.75x telephoto and 0.75 wide-angle. Shutter speed on this adaptable camera ranges from 1/2000 to 15 seconds. The built-in flash includes 3 operating modes and red-eye reduction. **Special Features** Exciting options include sound caption recording as well as high quality movie mode with sound. Continuous shooting is made easy and includes options such as the variable delay self-timer. Let out the artist within, by taking advantage of the Creative Effects menu and the eight modes of white balance adjustment. The Canon PowerShot A540 comes complete with a handy wrist strap, USB and AV cables, 16MB MMC memory card MMC-16, software CD, instruction manual and software guide as well as batteries for instant usage. Optional features include the lens accessory kits, high-power flash, AC adapter kits and soft casing. This versatile and full-featured camera is sure to impress photographers of every level, with its attractive colouring and full manual control, exposure accuracy will be pleasantly surprising. Most importantly, the Canon PowerShot provides what every photographer is looking for- excellent printing results.