Canon SX740HSBK

Canon PowerShot SX740 HS Digital Camera User Manual

Model: SX740HSBK

Introduction

The Canon PowerShot SX740 HS is a versatile and compact digital camera designed for capturing high-quality photos and 4K videos. Featuring a powerful 40x optical zoom and a 20.3 Megapixel CMOS sensor, it is ideal for capturing moments both near and far. Its user-friendly interface and advanced features make it suitable for a wide range of users, from casual photographers to those seeking more creative control.

Safety Information

Please read all safety instructions carefully before using the camera. Failure to follow these instructions may result in injury or damage to the product.

- Do not expose the camera to water or moisture. This camera is not water resistant.
- Avoid direct exposure to strong sunlight for extended periods, as this may damage the LCD screen or internal components.
- Keep the camera and its accessories out of reach of small children.
- Use only Canon-approved batteries and chargers.
- Do not attempt to disassemble or modify the camera. Refer all servicing to qualified personnel.

Package Contents

Ensure all items are present in the box:

- Canon PowerShot SX740 HS Digital Camera
- Battery (Lithium Ion)
- Battery Charger
- Wrist Strap



Figure 1: Front view of the Canon PowerShot SX740 HS camera.

Setup

1. Inserting the Battery and Memory Card

Open the battery/card cover located on the bottom of the camera. Insert the battery (Lithium Ion, 22 grams) as shown, ensuring the correct orientation. Insert an SD card (not included) into the memory card slot until it clicks into place. Close the cover securely.



Figure 2: Rear view of the camera showing the LCD screen and control buttons.

2. Initial Power On and Settings

Press the **ON/OFF** button to power on the camera. Follow the on-screen prompts to set the language, date, and time. The 3.0-inch Tilt-type LCD screen provides clear visuals for navigation.

3. Connecting to a Smart Device (Wi-Fi/Bluetooth)

The camera features built-in Wi-Fi and Bluetooth technology for easy photo sharing. To connect:

1. Download the Canon Camera Connect app on your smartphone or tablet.
2. On the camera, navigate to the **Wi-Fi/Bluetooth** settings.
3. Select **Connect to smartphone** and follow the instructions in the app to pair your devices.

Your browser does not support the video tag.

Video 1: Official product video demonstrating the Canon PowerShot SX740 HS camera's features, including its compact size and connectivity options.

Operating

1. Basic Photography

Turn the mode dial to **AUTO** for automatic settings. The 20.3 Megapixel CMOS sensor and DIGIC 8 Image Processor ensure crisp, vibrant photos. Press the shutter button halfway to focus, then fully to capture the image.

2. Using the Optical Zoom

The camera features a powerful 40x Optical Zoom (24-960mm equivalent). Use the zoom lever around the shutter button to zoom in or out. The Optical Image Stabilizer helps maintain sharpness even at high zoom levels.



Figure 3: Angled view of the camera with its 40x optical zoom lens extended.

3. 4K Video Recording

To record video, turn the mode dial to the video icon or press the dedicated movie button. The camera supports 4K (2160p) video recording at 30 frames per second, allowing for high-resolution cinematic footage.

4. Selfies and Vlogging

The 3.0-inch Tilt-type LCD screen can be flipped 180 degrees upwards, making it ideal for taking selfies or vlogging. This allows you to frame yourself perfectly while recording or taking photos.

5. Flash and Continuous Shooting

The built-in flash can be set to Auto or On/Off depending on lighting conditions. For capturing fast-moving subjects, utilize the high-speed continuous shooting mode, which can capture up to 10 frames per second with AF Lock.

Maintenance

1. Cleaning the Camera

Use a soft, lint-free cloth to clean the camera body. For the lens and LCD screen, use a specialized lens cleaning cloth and solution. Avoid using abrasive materials or harsh chemicals.

2. Battery Care

To prolong battery life, fully charge the battery before each use. Store the battery in a cool, dry place when not in use. Avoid exposing the battery to extreme temperatures.

3. Storage

When storing the camera for extended periods, remove the battery. Store the camera in a dry, dust-free environment, preferably in a camera bag or case to protect it from impacts.

Troubleshooting

Problem	Possible Cause / Solution
Camera does not power on.	Battery is depleted or incorrectly inserted. Ensure battery is charged and inserted correctly.
Images are blurry.	Check focus settings. Ensure Optical Image Stabilizer is active, especially when zooming. Clean the lens.
Cannot connect to smartphone via Wi-Fi/Bluetooth.	Ensure both devices have Wi-Fi/Bluetooth enabled. Restart both devices. Re-pair the devices through the Canon Camera Connect app.
Language is not English.	Navigate to the camera's settings menu and locate the language option to change it to English. Refer to the Feature Assistant for guidance.

Specifications

- **Model Name:** SX740HSBK
- **Photo Sensor Resolution:** 20.3 Megapixels CMOS
- **Image Processor:** DIGIC 8
- **Optical Zoom:** 40x
- **Digital Zoom:** 4x
- **Maximum Focal Length:** 960 Millimeters (35mm equivalent)
- **Video Resolution:** 4K (2160p) at 30 FPS
- **Image Stabilization:** Optical
- **Screen:** 3.0-inch Tilt-type LCD
- **Connectivity:** Built-in Wi-Fi, Bluetooth
- **Continuous Shooting:** Up to 10 fps (with AF Lock)
- **Battery Type:** Lithium Ion (22 Grams)
- **Item Weight:** 0.3 Kilograms
- **Color:** Black

Warranty and Support

Canon products come with a standard manufacturer's warranty. For specific warranty details, please refer to the warranty card included in your product packaging or visit the official Canon website.
For technical support, troubleshooting assistance, or to download the latest drivers and firmware, please visit the Canon Support Website or contact Canon customer service.

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Ask a question about this manual

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Question

Example: How do I reset this device or fix this error?

Details

Model number, symptoms, what you tried, or the section of the manual you are using.

Submit question

Answered questions about this manual

Why does my Canon PowerShot SX740 HS screen turn blue when the tilt-type LCD is closed, but works correctly when flipped up for selfies?

Based on your description of the Canon PowerShot SX740 HS, this behavior typically indicates a hardware issue with the LCD flex cable (the internal ribbon cable that connects the screen to the camera body).Because...

Read full answer