

Canon SX740

Canon PowerShot SX740 HS Digital Camera Instruction Manual

Model: SX740 HS

1. INTRODUCTION

Thank you for purchasing the Canon PowerShot SX740 HS Digital Camera. This compact camera is designed to capture high-quality photos and 4K videos with ease. Featuring a powerful 40x optical zoom, a 20.3 Megapixel CMOS sensor, and built-in Wi-Fi and Bluetooth connectivity, it is an ideal companion for capturing everyday moments, travel, and special events. Please read this manual thoroughly to understand the camera's functions and ensure optimal performance.

2. SAFETY INFORMATION

To prevent injury or damage to the camera, please observe the following safety precautions:

- Do not expose the camera to water or moisture.
- Avoid dropping the camera or subjecting it to strong impacts.
- Keep the camera away from extreme temperatures and direct sunlight.
- Use only Canon-approved accessories, batteries, and chargers.
- Do not attempt to disassemble or modify the camera.
- Keep out of reach of children.

3. PACKAGE CONTENTS

Ensure all items are present in your camera package:

- Canon PowerShot SX740 HS Digital Camera
- Battery Pack
- Battery Charger
- Wrist Strap
- Instruction Manual (this document)

Note: Memory card is not included and must be purchased separately.

4. CAMERA OVERVIEW

4.1 Front View



Figure 1: Front view of the Canon PowerShot SX740 HS Digital Camera. Shows the lens, flash, and Canon branding.

The front of the camera features the powerful **40x Optical Zoom lens**, the Canon logo, and the model name SX740 HS. The lens is protected by an automatic cover when the camera is off.

4.2 Rear View and Controls



Figure 2: Rear view of the Canon PowerShot SX740 HS Digital Camera, highlighting the 3-inch tilt LCD screen and various control buttons for navigation and settings.

The rear of the camera is dominated by the **3-inch Color Touchscreen LCD Display**, which can tilt up 180 degrees for easy self-portraits or vlogging. To the right of the screen are the control buttons, including a multi-selector dial for navigation, menu access, and playback controls. The buttons are clearly labeled for intuitive use.

4.3 Top View



Figure 3: Top view of the Canon PowerShot SX740 HS Digital Camera, showing the power button, shutter button, zoom lever, and mode dial. The flash is retracted into the camera body.

On the top of the camera, you will find the **Power On/Off button**, the **Shutter button** with the **Zoom lever** surrounding it, and the **Mode Dial** for selecting different shooting modes. The built-in flash is also located on the top, designed to pop up when needed and retract for protection.

4.4 Side View and Flash Mechanism



Figure 4: Side view of the Canon PowerShot SX740 HS Digital Camera, illustrating the pop-up flash mechanism. A small button on the side allows the flash to extend from the camera body, which then extends upwards.

The camera features a convenient **pop-up flash**. A small switch on the side allows the flash to extend from the camera body when required, protecting it from damage when not in use.

4.5 Bottom View and Battery/Card Compartment



Figure 5: Bottom view of the Canon PowerShot SX740 HS Digital Camera, showing the battery and memory card compartment with a sliding lock mechanism, and a tripod mount.

The bottom of the camera houses the **battery and memory card compartment**. It also includes a **tripod mount** for stable shooting.

5. SETUP

5.1 Charging the Battery

1. Insert the battery into the provided charger.
2. Plug the charger into a power outlet.
3. The charging indicator light will show the charging status. It will turn off or change color when charging is complete.

The battery life is designed for extended use, requiring infrequent charging.

5.2 Inserting the Battery and Memory Card

1. Open the battery/memory card compartment cover on the bottom of the camera.
2. Insert the charged battery into the battery slot, ensuring correct orientation.
3. Insert an SD/SDHC/SDXC memory card into the memory card slot until it clicks into place.
4. Close the compartment cover securely.

6. BASIC OPERATION

6.1 Powering On/Off

Press the **ON/OFF button** located on the top of the camera to power it on or off.

6.2 Taking Photos

1. Turn on the camera.
2. Select your desired shooting mode using the **Mode Dial**. For automatic shooting, select 'AUTO'.
3. Frame your shot using the LCD screen.
4. Press the **Shutter button** halfway down to focus. The focus frame will turn green when focus is achieved.
5. Press the Shutter button all the way down to take the picture.

6.3 Recording Videos

The camera supports **4K video recording** for crisp and detailed footage.

1. Turn on the camera.
2. Press the dedicated **Movie button** (usually marked with a red dot) to start recording.
3. Press the Movie button again to stop recording.

6.4 Using the Zoom

The camera features a **40x optical zoom** and **4x digital zoom**.

- To zoom in, push the **Zoom lever** towards 'T' (Telephoto).
- To zoom out, push the Zoom lever towards 'W' (Wide-angle).

Video 1: A detailed review of the Canon PowerShot SX740 HS, showcasing its features including the 40x optical zoom, 4K video capabilities, and compact design. This video provides a comprehensive overview of the camera's functionality and ease of use.

7. ADVANCED FEATURES

7.1 Wi-Fi and Bluetooth Connectivity

The PowerShot SX740 HS offers **built-in Wi-Fi and Bluetooth technology** for seamless sharing and remote control.

1. Access the connectivity settings via the camera's menu.
2. Pair with your smartphone or tablet using the Canon Camera Connect app.
3. Transfer photos and videos, or use your smart device as a remote control.

Video 2: An informational video detailing key aspects of the Canon PowerShot SX740 HS, including its user-friendly interface and connectivity options. This video highlights how easy it is to navigate settings and share content.

7.2 Pop-up Flash

To activate the flash, locate the small switch on the side of the camera and slide it upwards. The flash will pop up, ready for use in low-light conditions. To retract, gently push the flash back into the camera body until it clicks.

7.3 Tilt LCD Screen

The 3-inch LCD screen can be tilted upwards 180 degrees. This feature is particularly useful for:

- Taking self-portraits or group selfies.
- Vlogging, allowing you to monitor your framing while recording.
- Shooting from low angles.

Video 3: A short video demonstrating the compact size and performance of the Canon PowerShot SX740 HS, emphasizing its portability and ability to capture high-quality images and videos.

8. MAINTENANCE AND CARE

- **Cleaning the Camera Body:** Use a soft, dry cloth to wipe the camera body. For stubborn dirt, lightly dampen the cloth with water.
- **Cleaning the Lens:** Use a lens brush to remove dust, then gently wipe with a lens cleaning cloth. Avoid touching the lens with your fingers.
- **Cleaning the LCD Screen:** Use a soft, dry cloth specifically designed for LCD screens.
- **Storage:** When not in use, store the camera in a cool, dry place, away from dust and direct sunlight. Remove the battery if storing for an extended period.

9. TROUBLESHOOTING

Problem	Possible Cause	Solution
Camera does not power on.	Battery is depleted or incorrectly inserted.	Charge the battery fully and ensure it is inserted correctly.
Cannot take pictures.	Memory card is full or not inserted.	Insert a memory card or delete unnecessary files.
Images are blurry.	Camera shake or incorrect focus.	Hold the camera steady, use image stabilization, or ensure proper focus.
Wi-Fi/Bluetooth connection fails.	Incorrect pairing or interference.	Re-pair the devices, ensure they are within range, and check for interference.

10. SPECIFICATIONS

- **Model Name:** SX740
- **Model Number:** 2955C001-cr
- **Photo Sensor Resolution:** 20.3 MP
- **Optical Zoom:** 40x
- **Digital Zoom:** 4x
- **Video Resolution:** 2160p (4K)
- **Screen Size:** 3 Inches (Tilt LCD)
- **Image Stabilization:** Optical
- **Connectivity:** Wi-Fi, Bluetooth
- **Supported File Format:** JPEG
- **Memory Card Type:** SD/SDHC/SDXC (Single Slot)
- **Item Weight:** 1.1 Pounds

11. WARRANTY AND SUPPORT

This Canon PowerShot SX740 HS Digital Camera comes with a standard manufacturer's warranty. For detailed warranty information, please refer to the warranty card included in your package or visit the official Canon support website. For technical assistance, troubleshooting, or service inquiries, please contact Canon Customer Support.

Online Support: Visit [Canon USA Support](#)

Telephone Support: Refer to your regional Canon support contact information.

