

Canon Takes on Clippable Cameras with Ivy Rec

Written by Frederick Douglas
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Canon heads to Indiegogo to launch a "clippable, go anywhere camera"-- the Ivy Rec, a camera the size of a USB stick described as both tough and easy to use complete with built-in carabiner.



First seen in prototype form back at the March 2019 CP+ camera show in Japan, the Ivy Rec features a 13MP one-third-inch CMOS sensor and wireless connectivity via wifi and Bluetooth. It can record 1080p video at up to 60fps, and pushes content to the CanonMini Cam companion smartphone app. The app also provides live preview, since otherwise the only way one can frame shots is by using the empty square space of the clip.

The camera promises to be tough, and is waterproof to a depth of 1m for up to 30m. Control comes through a single dial with a choice of 5 basic settings, making for a rather stripped down point-and-shoot camera.

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Canon is still to announce when the Ivy Rec will hit the market, and ultimately it all depends on the success of the crowdfunding campaign.

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