

Baby zoomer

Why go to the mountain when it can come to you, courtesy of Canon's super-zooming compact snapper?

₹27,995 / in.canon/en

■ These days the phone in your pocket is pretty much all you need for snapping a great shot. But – for now at least – there are still some things your trusty handset can't quite muster. Take cameras like the Canon PowerShot SX740, with its whopping great 40x optical zoom lens. Now you can get up close and personal with distant landmarks, zoo animals and... well, whatever takes your fancy.

■ Other features include 4K video recording, a tilting screen, manual control and up to 10fps shooting. Not bad for a travel shooter that's as compact as it is wallet-friendly.

■ Cramming a 40x lens inside a body that fits snugly in your pocket is an impressive feat, but otherwise there's nothing revolutionary about the SX740: if you've ever used a Canon compact before you'll be at home here. On top is a dinky mode dial, and the buttons on the back are grouped to the right of the screen for easy one-handed shooting.

■ One button worth singling out is the Zoom Frame Assist button. Hold this down if your subject disappears from view, then locate it and release to zoom back in.

■ The tilting screen takes up the rest of the back of the screen. It goes all the way forwards, making it ideal for selfies, but it's not touch-sensitive. For some of us it's a bit strange having to go back to old-fashioned buttons.

Tech specs

Sensor 20.3MP CMOS
Optical zoom 40x
Display Tilting 7.5cm LCD
Video 4K @ 25fps, 1080p @ 50fps
Dimensions 110x64x40mm, 299g



Wide boy

In bright conditions, the overall impression of detail is very good at the wide-angle end of the lens. At high zoom settings there's a little bit of fuzziness, but nothing unexpected for a compact in this price range.



Sunny side up

The 1/2.3in 20.3MP sensor is smaller than we're used to these days. It means this camera is not so well equipped to produce the goods in low light... but if it's your holiday camera, you may well not care about that.

STUFF SAYS A solid travel cam that goes big on the zoom but small on the extras ★★★★★☆

Pocket this if you love a good zoom but don't want a DSLR

Stuff Team

If you're looking for an easy-to-use, pocket-sized cam and your main consideration is zoom ratio, then the Canon SX740 is a great choice. It's also not too damaging on the old bank balance. Clearly it represents a compromise – whether you're happy with the low-light performance resulting from such a small sensor is really down to personal preference, but this is certainly worth thinking about as a holiday snapper.