

Will the Fujifilm FinePix A210 Zoom be the least intimidating digital camera on the market?

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Fujifilm unveils the FinePix A210 Zoom: entry-level digital camera achieving an impressive 3 megapixel output

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During a recent research study of 1,000 UK consumers, Fujifilm discovered that people who don't own a digital camera believe they are more complicated to use than a mobile phone. When questioned 'Do you think that the average digital camera is more complex to operate than a mobile phone?', a remarkable 50% more respondents answered 'more complex' than 'less complex'. This perception is likely to change with the announcement today of the FinePix A210 Zoom – a camera designed for users who are slightly more anxious about the leap into digital photography.

With a 3.2 million pixel effective resolution and 3x zoom, the FinePix A210 Zoom is an impressive, yet affordable, choice for anyone moving on from a no-frills, compact film camera to take their first steps into digital photography. This silver-finish, easy to use digital package has big buttons and clear markings, making it ideal for use by all the family. The camera also has a high-quality 1.5" TFT screen for reviewing pictures, and an optical viewfinder for easier visibility.

Catering for non-computer owners, the FinePix A210 Zoom comes with a Video Out socket, enabling photographs to be viewed immediately on a TV screen. For hard copy prints, users can visit the wide number of high street photographic retailers offering Fujifilm digital (FDi) print services in-store. The service allows users to view, select and enhance their images via an easy-to-use touch screen. The prints are developed on true photographic paper, delivering superb results that are guaranteed to last and can be recorded to CD for safekeeping.

The FinePix A210 Zoom ensures high picture quality with programmed auto exposure and flash capabilities to capture clear images, from which you can produce larger prints. The 3x optical zoom lens further enhances the creative possibilities, yet this camera maintains point-and-shoot simplicity. In addition, the camera offers a 10 frames per second (fps) movie recording facility.

In essence, the FinePix A210 Zoom is easy to use and accessible to all. The optional PictureCradle enables the user to download images and charge batteries in one simple procedure – so there's no messing around with multiple cables.

FinePix A210 Zoom features at a glance:

*3.2 million effective pixels

*Fujinon 3x optical zoom lens equivalent to 36-108mm on a 35mm camera

*xD-Picture Card™ providing large storage capacity and low power consumption (512MB card available soon)

*Movie recording capabilities up to 10 frames per second (fps). Records movies up to 60 seconds (320 x 240 pixels) and up to 4 minutes (160 x 120 pixels) with a 16MB xD-Picture Card™ (included)

*Video Out socket, which enables photographs to be reviewed on a TV screen

*Fast operation and simple to use, just 'point and shoot' for lifelike images

Adrian Clarke, Fujifilm's Director of Consumer Products, commented, "Fujifilm firmly believes that digital photography should be accessible to everyone.

"What's more, if anyone thinks that simple, value-priced cameras cut corners on specification and quality, then they should get to know the FinePix A210 Zoom. It's intuitive, easy to handle, and should form part of the most straightforward route to getting prints."

Long lasting battery life

The FinePix A210 Zoom has been specifically developed to reduce power consumption. The 2 x AA alkaline batteries supplied with the camera deliver an impressive 300 shots under normal conditions (with the LCD monitor switched off). Ni-MH rechargeable batteries are also available as part of the accessories range for even better battery economy.

Straight from the box

The FinePix A210 Zoom is supplied with everything needed to start shooting straight from the box. A full range of accessories including two AA alkaline batteries, 16MB xD-Picture Card™, hand strap, software CD-ROM, video cable and USB cable are bundled with the camera. The supplied software CD includes USB drivers, Fujifilm's FinePix Viewer 4.0 for image browsing, and ImageMixer VCD for creating multimedia albums. The camera is also supplied with an adapter that enables the camera to slot straight into the optional PictureCradle.

Pricing and availability

The FinePix A210 Zoom will be available from photographic and electrical retailers at a price that will be finalised closer to the retail launch.

Notes to Editors

For further information and products for review, please contact:

Fiona Hollis / Daisy Dunkley-Clark
Midnight Communications
0870 458 4181/2
fiona@midnight.co.uk / daisy@midnight.co.uk

Jenny Hodge
Fuji Photo Film (UK) Ltd
020 7465 5852 / 07775 897360
jhodge@fuji.co.uk

More information about Fujifilm products is available at www.fujifilm.co.uk/presscentre

Contact details for customers:

For information about Fujifilm and its products, please visit: www.fujifilm.co.uk or call 020 7586 1477.

Other Fujifilm products?

For press information on Fujifilm consumer film cameras and film, please contact:

Melissa Fernandez, Charley Simonds or Carol Hayes
Union PR
Tel: 020 7428 0999
Email: melissa@unionpr.co.uk

For press information on Fujifilm Equipment & Systems (minilabs and kiosk systems), please contact:

The Bright Consultancy
Tel: 01564 795535
Email: pr@bright-consultancy.co.uk

About Fujifilm

Fujifilm is committed to developing the very best imaging and information products, both conventional and digital. The company employs more than 72,000 people worldwide, with 173 subsidiaries stretching across four continents. Outside of Japan, Fujifilm has key manufacturing facilities in Europe and the USA for core products such as colour film, colour paper, single use cameras and PS plates, and two further factories in Brazil and China. It has a global turnover in excess of £13 billion.

Fuji Photo Film (UK) Ltd has been supplying the imaging, printing and graphics industries, as well as professional and enthusiast photographers, with high quality, innovative products and services for over 25 years in the UK. It currently employs more than 450 people and has become one of the country's most popular photographic brands. Fujifilm is also the market leader (by value) in digital camera sales, having retained the top share of the UK digital camera market every month since November 1998.

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