

## Now you can do it underwater as well

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Fujifilm offers you a small screen role with the launch of the FinePix S3000 Zoom

Fujifilm today builds upon a proven formula, with the launch of the FinePix S3000 Zoom, a camera that combines simplicity and optical power in an SLR-style silver package.

This digital camera guarantees all the ability of its predecessor, the immensely popular FinePix S304 Zoom, but one subtle enhancement makes it an even more tempting proposition.

The three million pixel FinePix S3000 Zoom offers you the chance to view your images 'larger and faster' with the introduction of a Video Out socket. The addition of this feature heralds the return of the slide show, allowing you to take a break from your keyboard, and reacquaint yourself with your sofa. This Video Out socket means you can join friends in the comfort of your lounge, and watch stills and movies captured just moments earlier appearing larger than life on your TV screen.

The FinePix S3000 Zoom joins Fujifilm's sharp new family of compact and powerful zoom cameras. This latest model retains its predecessor's rugged good looks, and offers newcomers to digital photography a chance to achieve more with their camera.

The new package has all the raw photographic appeal of the FinePix S304 Zoom. The celebrated six times optical zoom lens (38 – 228 mm, 35mm equivalent) gets you closer to the action, whilst the five flash modes and flexibility to move swiftly from automatic to manual control remind you how creative digital photography enables you to be. The FinePix S3000 Zoom has all this and more, and all at a price likely to be lower than the FinePix S304 Zoom – giving you a lot of camera for your money.

Whilst utterly at home in the bosom of the family, the FinePix S3000 Zoom is just as happy further afield. An agile out-and-about camera, it takes 4 x AA alkaline or Ni-MH rechargeable batteries and offers long battery life and low power consumption, giving you the chance to capture your desired subjects without having to recharge regularly.

The FinePix S3000 Zoom also provides 320 x 240 movie recording.

Adrian Clarke, Fujifilm's Director of Consumer Products, commented, "Digital photography enables us to enjoy great pictures in a range of flexible formats, from still and moving digital images to prints. We all want to share our pictures with friends and family, and the Video Out function offered by the FinePix S3000 Zoom now makes kicking back and watching the fruits of your photographic labour even more entertaining and engaging.

"With the FinePix S304 Zoom, Fujifilm created an immensely popular and critically-acclaimed digital camera. The FinePix S3000 Zoom has been launched as a subtle improvement to build on the S304 Zoom's success, delivering a proven winner with a great new feature – at a lower price."

Pricing and availability

Please contact Midnight Communications for up-to-date prices. The FinePix S3000 Zoom will be available from photographic and electrical retailers from October 2003.

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Notes to Editors

For further information and products for review, please contact:

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For information about Fujifilm and its products, please visit: [www.fujifilm.co.uk](http://www.fujifilm.co.uk) or call 020 7586 1477.

Prints from digital cameras

Digital camera owners can now get real photographic prints from digital images, without needing a PC. An increasingly wide number of High Street photographic retailers offer Fujifilm FDi print services in-store, allowing 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.

Other Fujifilm products?

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

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## 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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