

Curves in all the right places: Fujifilm announces

Submitted by: Midnight Communications

Thursday, 6 November 2003

Fun-sized, ultra-portable digital camera that's affordable for everyone

Following the success of its popular Q1 film camera, Fujifilm has today announced an addition to the family: the Q1 Digital. This curvy, silver, compact digital camera is perfect for beginners, or for those looking for a second camera to keep in their pocket or bag at all times. Easy to operate, and very light in weight at just 108g, the Q1 Digital makes the ideal gift for anyone taking their first steps in photography - adults and children included!

Equipped with some handy features, such as automatic flash, red-eye reduction and a QVGA movie mode, the 2 megapixel Q1 Digital offers a great deal of functionality. Normally, such a stylish camera would carry a heavyweight price tag, however, the Q1 Digital comes in at an expected slimline street price of around £100 (inc VAT).

On the back of this cool camera, you'll find a colourful 1.5" TFT LCD screen, for easy review and playback of your still images and movies. Its 8MB internal memory means you're ready to go straight out of the box, and if you want to carry on taking more and more shots, you can insert an xD-Picture Card™ for additional memory (sizes up to 512MB available).

The camera also comes with a handy long strap, so it can be worn around the neck, for ultimate portability.

Q1 Digital: features at a glance

- 1.92 million effective pixels (1,600 x 1,200 pixels)
- 1/2" CMOS sensor with 1.98 million total pixels
- Attractive, round, compact shape
- Automatic flash with red-eye reduction
- Lens equivalent f = 46mm on a 35mm camera
- 1.5" colour TFT LCD screen (62,000 pixels)
- Focus - normal: 120cm to infinity, macro: approx. 60 - 120cm
- File format: still image JPEG (Exif Ver 2.1), movie AVI (Motion JPEG)

- Storage media: 8MB internal memory and optional xD-Picture Card™ (capacities currently up to 512MB)
- USB output
- Batteries: 2 x AA alkaline (Ni-MH rechargeable batteries optional)
- Neck strap included

Adrian Clarke, Fujifilm's Director of Consumer Products, commented, "The Q1 was extremely successful as a design for a film camera. What better than to expand the offering to include digital as well? Fujifilm's technicians have been able to fit the workings of a cutting-edge digital sensor within the curved shell, ingeniously accommodating batteries, circuitry and LCD screen. It's a camera design that fits wonderfully in the hand, pocket, handbag, or even round the neck, representing that blend of clever design, affordability and Fujifilm picture quality that many people will find to their liking. What's more, the ease of use of this camera sets new standards in terms of digital technology."

Pricing and availability

The Q1 Digital will be available in November 2003 at an expected approximate street price of £100 inc VAT.

ENDS

Notes to Editors

For further information and products for review, please contact:

Jenny Hodge

Fuji Photo Film (UK) Ltd

020 7465 5852 / 07775 897360

jhodge@fuji.co.uk

High resolution images of the Q1 Digital can be downloaded from the Fujifilm Press Centre at:
<http://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.

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.

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.

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