

Fujifilm News: FinePix A340 Zoom

Submitted by: Midnight Communications

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Good Afternoon,

Please find below the latest product announcement from Fujifilm.

If you require any further information please contact Sally Cohen on 0870 458 4182 / sally@midnight.co.uk or Lucy Park on 0870 458 4182 / lucy@midnight.co.uk

Please click the following link where a high resolution image of the FinePix A340 Zoom is available to download.

http://www.fujifilm.co.uk/presscentre/imagebank/index.php?linkedimages_id=1121

FinePix A340 Zoom: Fujifilm goes for four

Stylish compact camera offers great value and impressive features with four megapixel resolution

Fujifilm today launches the FinePix A340 Zoom, a camera that marries Fujifilms entry-level compact expertise with four megapixel resolution. The FinePix A340 Zoom represents extremely good news for those new to digital photography: high performance, sleek styling and complexity kept to a minimum.

The FinePix A340 Zoom has been developed with no-nonsense, enjoyable digital photography in mind. Offering 4 million effective pixel resolution, 3x optical zoom and a sturdy but stylish body, this camera forms a reliable base for shots that will satisfy every time.

Hugely efficient and simple to use, the FinePix A340 Zoom offers the user fully-automated settings to ensure sharp detail, faithful colour reproduction and accurate exposure. This, combined with low power consumption (operating on standard AA batteries) and compatibility with xD-Picture Card format (available up to 512 MB), makes the FinePix A340 Zoom an ideal option for newcomers who want a smooth transition into the world of digital photography.

In its quest for usability, the FinePix A340 Zoom offers every function to make image capture and viewing

as simple as possible. Each of the cameras functions can be accessed via one-touch buttons positioned neatly alongside its 1.5" LCD monitor, and its Video Out socket enables users to view their images directly on a TV screen.

To ensure that successful images are always achieved, even in difficult photographic conditions, the FinePix A340 Zoom offers quick access to scene position modes including Portrait, Night, Sports and Landscape.

The camera is also compatible with PictBridge, the new industry standard for printing images directly from a digital camera without using a PC, making the print process simpler and more efficient than ever. Alternatively, users can take their xD-Picture Card into any photographic retailer offering digital photo printing and receive high quality, durable prints for framing or sharing.

FinePix A340 Zoom: features at a glance

- * 4.0 million effective pixels
- * Fujinon 3x optical zoom lens equivalent to 38 - 114mm on a 35mm camera
- * One-touch, fully automatic operation, with easy navigation for beginners
- * Fast start-up time of 3.3 seconds
- * Highly efficient energy consumption: uses 2 x AA-type alkaline batteries (or rechargeable batteries)
- * Movie recording capability up to 60 seconds (320 x 240 pixels) at 10 frames per second
- * Video out for connection to a TV (NTSC/PAL)
- * Self-timer
- * USB digital interface
- * PictBridge compatible, for direct PC-free printing
- * Clear 1.5 LCD display
- * xD-Picture Card compatible (currently available up to 512MB)
- * Optional PictureCradle for easy link to any PC/Mac if required

Adrian Clarke, Fujifilm's Director of Consumer Products, commented, "Fujifilm was making first-rate compact film cameras many years before digital imaging took off. Having proven our expertise with sensor and image processing, it would be fair to say that the FinePix A340 Zoom is a great example of how both areas have come together to create a highly desirable, affordable camera that will produce great photos for everyone.

Long lasting battery life

The FinePix A340 Zoom has been specifically developed to reduce power consumption. The two AA alkaline batteries supplied with the camera deliver an impressive 220 shots under normal conditions.* Ni-MH rechargeable batteries are also available as part of the Fujifilm accessories range for even better battery economy, providing approximately 110 additional images before charging is necessary.

* Pictures taken with LCD screen off, and flash on for half of the pictures taken

Availability & pricing

The FinePix A340 Zoom will be available in the UK from leading photographic retailers in April 2004. Please contact Midnight Communications for up-to-date prices.

ENDS

Notes to Editors

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Further information about Fujifilm products, and high resolution images, are 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.

Prints from digital cameras

Digital cameras can now get real photographic prints from digital images, without needing a PC or Mac. An increasingly wide number of High Street photographic retailers offer Fujifilm FDi print services in-store, allowing users to view, select and even improve 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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Union PR

Tel: 020 7428 0999

Email:

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

Michelle Simpson / Andrea Matthews

The Bright Consultancy

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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.

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