

Fujifilm FinePix S3 Pro

Submitted by: Midnight Communications

Thursday, 5 February 2004

Good Afternoon,

Please find below the latest product announcement from Fujifilm.

If you require any further information please contact Simon Mustoe on 0870 458 4182 / simon@midnight.co.uk or Sally Cohen on 0870 458 4182 / sally@midnight.co.uk

Please click the following link where a high resolution image of the FinePix S3 Pro is available to download.

http://www.fujifilm.co.uk/presscentre/imagebank/index.php?linkedimages_id=1119

2004 successor for FinePix S2 Pro

Development of new SLR almost complete

PMA, Las Vegas, USA*: This year will see the eagerly-anticipated launch of the FinePix S3 Pro -successor to Fujifilms critically-acclaimed FinePix S2 Pro digital SLR. Set to confirm Fujifilms status as one of the top three digital SLR makers, this model has been conceived as the camera of choice for photographers who wish to achieve image quality worthy of Fujifilms professional film heritage.

This camera will be a breed apart from all other DSLRs because of its sensor and processor technology, without doubt the most important components within any digital camera. The FinePix S3 Pro's 4th Generation Super CCD SR sensor will use 6.17 million S-pixels and 6.17 million

R-pixels (12.3 million effective photodiodes) to deliver 12 million recorded pixels. The picture quality from this 23 x 15.5mm sensor will show noticeable image improvements to that of single-pixel cameras. The SR sensor's unique double photodiode design will produce images with a dynamic range four times greater than that of a sensor working on single-pixel technology. This dramatically broadens tonal capability, and guarantees exceptional rendition from bright highlights to deep shadows. It gives greater sensitivity, improved signal-to-noise ratio and consistently natural colour reproduction.

The camera is designed around the long-established Nikon F-mount, and will have two shutter release buttons to ensure comfortable shooting in both landscape and portrait orientations. A further improvement on the S2 Pro is that power is provided by four AA batteries.

The FinePix S3 Pro's Intelligent Flash with D-TTL full-aperture exposure metering will enable photographers to achieve outstanding results with compatible Nikon DX-series Speedlights. Appearing for the first time in a Fujifilm digital camera, this will allow a new level of creative lighting options for FinePix S3 Pro users. What's more, the PC sync connection will allow strobes or other external flash systems to be connected for ultimate studio connectivity.

The camera will accept both xD-Picture Card and Microdrive media, for more flexible storage. It incorporates a newly-developed, bright two-inch 235,000 pixel LCD monitor (with approximately 100% frame coverage) alongside a second LCD data display for information on settings. And for improved data transfer speeds, the camera is set to offer both high-speed IEEE1394 and USB 2.0 interfaces.

Feedback from customers on the design and functionality of the FinePix S2 Pro was an integral part of Fujifilm's design process for its successor. As a result of this input, and the success of the FinePix S2 Pro, Fujifilm has retained the camera's solid, one-piece body made from durable polycarbonate, as a basis for the FinePix S3 Pro.

Adrian Clarke, Director of Consumer Products, Fujifilm UK, said, "For many years, the worlds top photographers have chosen to load their cameras with Fuji film, to produce the very best images from their cameras. Once they see the images produced by the S3 Pros Super CCD SR, we are confident that Fujifilm will be their choice for years to come.

Rather than follow the trend of removing features from the digital SLR, our mission has been to improve on a top-class product. Almost all the development effort is being focused on where it matters most - the imaging sensor and processing. This announcement reconfirms Fujifilm as one of the three leading developers of digital SLR cameras."

Pricing and availability

Pricing and availability of the FinePix S3 Pro will be announced soon.

ENDS

Notes to Editors

* The PMA (Photo Marketing Association) Annual Convention & Trade Show takes place in Las Vegas from 12 to 15 February 2004. Fujifilms can be found at stand number A1/E10/E2.

For further information and images, please contact:

Simon Mustoe / Sally Cohen

Midnight Communications

0870 458 4182

/ sally@midnight.co.uk

Jenny Hodge

Fuji Photo Film (UK) Ltd

020 7465 5852 / 07775 897360

jhodge@fuji.co.uk

Contact details for customers

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

020 7586 1477.

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.

© 2004, Fuji Photo Film (UK) Ltd. Specifications are subject to change.

Natalie Still

Midnight Communications

Tel: 0870 458 4182

Mobile: 07720 896 528

Email: natalie@midnight.co.uk

Web: www.midnight.co.uk

Real People...Real Consultancy...Real Results

The information contained in this e-mail is confidential and may be legally privileged. Except where expressly indicated, it may not necessarily represent the views of Midnight Communications. This e-mail is intended solely for the addressee(s) and we ask that any unauthorised recipient advise the sender immediately. If you are not the intended recipient any disclosure, copying, distribution or any other action taken in reliance on it, is prohibited and may be unlawful.