

Fujifilm News: FinePix A120

Submitted by: Midnight Communications

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FinePix A120: automatic satisfaction for all

Fujifilm today launches the FinePix A120, a camera designed to automate the complex areas of digital photography, whilst still producing high Fujifilm picture quality. With a shape unlike any camera that has gone before, the neat and innovative design makes it stand out from the crowd.

With a 3.1 million pixel effective resolution and movie recording capabilities, the FinePix A120 offers great functionality yet remains easy to use. Pleasant to hold and operate, with its rounded, compact shape, the FinePix A120 offers straightforward controls and menu options, ensuring this camera makes life easy for the intrepid photographer looking to make the leap to digital photography.

The FinePix A120 is small enough to slip into a jacket pocket or handbag, so its never far away from the action. With both an optical viewfinder and high quality 1.5 TFT screen, users can easily take and review shots before adding them to their collection. Furthermore, a sliding cover protects the lens from being scratched by those stray objects that lurk in pockets and bags.

A camera designed to grow with the user, the FinePix A120 has the flexibility of three routes to viewing images. Equipped with a Video Out Socket for showing shots on a TV screen and PictBridge(tm) for printing directly without a computer, users can choose between having a hard copy photo album, a slide show on the big screen or simply saving favourite shots onto a PC/Mac.

Created with ease of use and convenience in mind, the FinePix A120 is powered by two AA Alkaline batteries.

FinePix A120 features at a glance:

- * 3.1 million effective pixels
- * Video Out socket - for non-computer users to review shots on their TV
- * PictBridge(tm) - for printing without a PC
- * Fast operation and simple to use, just point and shoot for lifelike images
- * Movie recording capabilities up to 10 frames per second (fps). Record up to 60 seconds (320x240 pixels)

and up to 4 minutes (160x120 pixels) with a 16MB xD-Picture Card(tm) (included)

* XD-Picture Card(tm) providing large storage capacity and low power consumption

Adrian Clarke, Fujifilms Director of Consumer Products, commented, All too often people worry about getting to grips with new technology. Our aim was to create a camera that catered for the entry-level customer, making the experience of digital photography an enjoyable one.

The FinePix A120 has been designed to provide users with a camera equipped to take great pictures on auto but with the option of experimenting with its full range of features, as they grow in confidence.

Straight from the box

The FinePix A120 is supplied with everything needed to start shooting straight from the box: two AA alkaline batteries, 16MB xD-Picture Card(tm), wrist strap, CD, USB and video cable. The supplied software CD includes USB drivers, Fujifilms FinePix Viewer for image browsing, and ImageMixer VCD2 for creating multimedia albums.

Pricing and availability

The FinePix A120 will be available from UK photographic retailers from April 2004. Pricing will be announced nearer to the date of retail launch.* Availability of this product will vary by country.

ENDS

Notes to Editors

* Please contact Midnight Communications for up-to-date prices.

For further information and products for review, please contact:

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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.

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.

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