

# Fujifilm FinePix S3500 Zoom: power and pixels packed in

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Fujifilm launches four megapixel successor to popular FinePix S3000 Zoom

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Fujifilm today unveils the FinePix S3500 Zoom, an affordable SLR-shape digital camera that weds smooth metallic looks and super-zoom technology with an ultra user-friendly format.

Retaining the desirable features of its predecessor, the acclaimed FinePix S3000 Zoom, the introduction of a four megapixel sensor means images can be reproduced to a larger size than before. The addition of PictBridge compatibility also allows for printing without the need for a PC or Mac.

While the enhanced pixel count means users can capture the minute detail of your composition, the powerful six times optical zoom lens (equivalent to 39 - 234mm on a 35mm camera) allows photographers to home in on the action.

Furthermore, this versatile camera offers intuitive handling for manoeuvres such as switching from LCD display to electronic viewfinder, or taking advantage of the six flash modes allowing optimum results to be achieved in any conditions. No matter what your level of expertise, the contemporary ergonomic exterior and metal-look housing of this SLR-style camera conjure up an unmistakably professional look, with results to match.

Indeed, further noticeable improvements are the faster shot-to-shot and shutter lag times, so the chances of missing a great photograph are very remote.

A frugal consumer of 4 x AA alkaline or Ni-MH rechargeable batteries, the FinePix S3500 Zoom is a travel companion that goes the distance.

FinePix S3500 Zoom features at a glance:

- Compact, silver SLR-style body for easy, steady handling
- 6x optical zoom lens equivalent to 39-234mm on a 35mm camera
- 4.0 million effective pixel conventional CCD sensor
- PictBridge compatible for printing without a computer
- Movie capture at 10 frames per second
- Six manual white balance settings
- Six flash settings
- Viewfinder/LCD brightness control
- Auto, manual and four scene shooting modes
- xD-Picture Card providing large storage capacity, low power consumption and fast write speed (cards up to 512MB available currently)

· Powered by 4 x AA batteries

Adrian Clarke, Fujifilm's Director of Consumer Products, commented, "Whilst adhering to a proven principle, the FinePix S3500 Zoom goes one step further, maintaining an inviting look and feel, and introducing more performance to enhance results. The added refinements keep this camera up-to-date and uphold its good-all-round nature, while offering exceptional value for money."

Pricing and availability

The FinePix S3500 Zoom will be available from photographic and electrical retailers from August 2004. Pricing will be confirmed nearer to the retail launch.\*

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Notes to Editors

\*For up-to-date pricing on any Fujifilm digital products, please contact Midnight Communications.

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Information about Fujifilm products, and high-resolution images, are also available at [www.fujifilm.co.uk/presscentre](http://www.fujifilm.co.uk/presscentre)

Contact details for customers

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

Other Fujifilm products

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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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