

Fujifilm FinePix Z1 Zoom: a body for the catwalk with a spec for the studio

Submitted by: Midnight Communications

Tuesday, 8 February 2005

Five megapixel power in a pocketable, ultra-cool body

Fujifilm today announced the launch of its new FinePix Z1 Zoom, a super-slim compact digital camera that boasts 5.1 megapixels, 3x optical zoom and a mammoth 2.5 inch LCD monitor, inside an aluminium body barely bigger than a credit card.

The FinePix Z1 Zoom showcases a variety of Fujifilm's inventive construction techniques that help the camera achieve its sleek, seamless casing and miniature dimensions. The zoom lens has a special refractive, non-extending design that delivers 3x optical reach without any visible movement on the Z1 Zoom's flat exterior.

The pocket-sized FinePix Z1 Zoom houses a fifth generation version of Fujifilm's Super CCD HR sensor, delivering superb images even in low light conditions, making it the ideal pocket companion for concerts or nights out. Its five megapixel processing power and low noise ISO 64-800 sensitivity range also means that large reprints can be developed without loss of image clarity or detail.

With its ergonomic, single-shell casing available in various colours, the FinePix Z1 Zoom promises to appeal to those with an eye for beautiful design. Simply slide back the front panel, and the camera lights up with Fujifilm's logo in crisp, white light. More importantly, the camera is powered up and ready for action in a super-fast 0.6 seconds.

Despite its diminutive build, the FinePix Z1 Zoom sports a huge 2.5 inch LCD screen that is the largest in the Fujifilm range, making it ideal for viewing and editing images while out and about. Importantly for this type of 'take-everywhere' camera, the glass screen is also specially toughened, which makes it more than a match for the harsh environment of the pocket or handbag.

Remarkably for a camera of these dimensions, the FinePix Z1 Zoom also includes a TV-quality movie function, capable of capturing 30 frames per second, VGA video with sound. Furthermore, the large LCD screen makes it easy to view movies and share the action without needing to use a TV screen.

FinePix Z1 Zoom features at a glance:

- * Super CCD HR sensor delivering 5.1 million effective pixels
- * New non-extending refractive optical zoom lens with 3x optical zoom
- * Unique aluminium shell design body with sliding power-on function
- * 2.5 inch LCD screen with reinforced, scratch-resistant glass
- * Sensitivity range of ISO 64-800 for low-noise photography in all conditions
- * TV-quality VGA movie recording of 30 frames per second with sound
- * PictBridge™ compatible for direct printing without a PC

Adrian Clarke, Fujifilm's Director of Photo Products, said, "The FinePix Z1 Zoom is a design rarity

that will satisfy those with a penchant for style. Yet it's also equipped with enough photographic versatility and quality to satisfy off-duty enthusiast photographers. This is the supermodel of digital cameras!"

Availability & pricing

The FinePix Z1 Zoom will be available from UK retailers in June 2005. Pricing will be announced nearer to the date of retail launch.*

Notes to Editors

*For up-to-date pricing on any Fujifilm digital products, please contact Midnight Communications. For further information, images and products for review, please contact:

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Information about Fujifilm products, and high-resolution images, are also 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.

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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