

FinePix F10 Zoom: Fujifilm's stamina camera

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500-shot battery life, ISO 1600 and rapid responses make this a true 24-hour camera

Fujifilm today announced the launch of the FinePix F10 Zoom. With a battery life of 500 shots per single charge, this compact camera will outlast even the most devoted of photography addicts. Furthermore, the 24-hour photographer will appreciate the 1600 ISO and ultra-fast responses provided by Fujifilm's new 'Real Photo Processor' technology.

The FinePix F10 Zoom is characterised by incredibly clean images, due to its refined Super CCD sensor and 'Real Photo Processor'. These two components are the outcome of thousands of hours of research by Fujifilm's imaging technicians, and reflect the company's desire to set, rather than chase, image quality benchmarks. The newly-designed 6.3 megapixel Super CCD sensor features Fujifilm's trademark octagonal photodiodes, which act as more efficient light receptors than traditional CCD structures.

The new Real Photo Processor provides an unprecedented sensitivity range from ISO 80 to ISO 1600, all achievable at full resolution. This means that immaculately pure images are captured, even in low light situations, such as social events, whilst minimising camera shake and subject movement. Furthermore, the Real Photo Processor enables users to photograph without flash, thereby ensuring more natural-looking results, and extending the already considerable battery life.

The camera's ability is further underlined by some impressive speed statistics. Improving on the quickfire FinePix F810 Zoom, the F10 Zoom doubles the screen refresh rate to an amazing 60 frames per second, whilst still having time to achieve continual autofocus. And with a shutter time lag of just 0.01 seconds, 1.1 seconds between frames for consecutive shots and just 1.3 seconds needed for start-up, this is a camera with truly rapid reactions.

The FinePix F10 Zoom accommodates a generous 2.5-inch high definition LCD monitor, which features an automatic brightness adjustment function, allowing users to amend the brightness of the monitor for enhanced visibility in low light. This feature can also be adjusted manually, while a quick view window allows the user to check three previous shots on the LCD screen in addition to the live image.

FinePix F10 Zoom features at a glance:

- * Super CCD sensor delivering 6.3 million effective pixels
- * High resolution 2.5-inch LCD monitor for optimum clarity and detail
- * 3x optical zoom lens (F2.8 - F 5.0), 36-108mm equivalent
- * 500-shot battery life
- * Class-leading sensitivity setting of ISO 1600 for photography in low light conditions with low noise
- * Low sensitivity of ISO 80 for ultra-high quality photography
- * 3:2 image format option
- * Quick response times (0.01 second shutter lag* and 1.3 second start-up)
- * VGA movie capture of 30 frames per second with sound

* xD-Picture Card™ providing large storage capacity, lower power consumption and fast write speeds (16MB to 512MB capacities currently available)

* PictBridge™ compatible for direct printing without a PC

Adrian Clarke, Director of Photo Products, Fujifilm, said, "The FinePix F10 Zoom brings two major milestones in camera performance. The impressive 500-shot battery life will keep even the most intensive user going for a week without needing to recharge the camera. Meanwhile, the ISO 1600 performance really redefines low light photography. Users can now capture images accurately in low light that will not come out riddled with noise, or overtly bright due to use of a flash.

"It's refreshing to see that six megapixels is now an accepted high-end resolution standard, and that camera designers can now be let loose on more important matters of performance."

Availability & pricing

The FinePix F10 Zoom will be available from UK retailers in April 2005. Pricing will be announced nearer to the date of retail launch.**

Notes to Editors

* Time between AE/AF lock and exposure.

** 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

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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