

Sub-aqua stamina: 24-hour underwater protection for the FinePix F10 Zoom

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Fujifilm launches underwater housing unit for FinePix F10 Zoom

Fujifilm today announced the arrival of a durable underwater housing unit for the hugely popular FinePix F10 Zoom.

Set to be a sub-aqua hit this summer, the brightly coloured polycarbonate casing provides a smart, waterproof shield for the FinePix F10 Zoom at depths of up to 40 metres.

Whether you're about to embark on the journey to Atlantis or create your own adventure at a Florida water park, this high impact casing is precision-engineered to withstand the elements. Furthermore, it features a large, fast-response shutter button, as well as easy-to-use controls, so you can access everything the camera has to offer without the worry of water damage.

Lending itself well to the variable lighting and unstable conditions of the undersea environment, the six megapixel FinePix F10 Zoom boasts a new 'Real Photo Processor' that achieves a sensitivity rating of ISO 1600 at full resolution. This means that clear, noise-free images are captured without the need for an external flash, so marine life won't be disturbed when photographed. What's more, the camera's impressive 500-shot battery life means the only thing you'll be coming to the surface for is air.

Need to get closer to sea life specimens? This smart underwater unit provides the camera's 3x optical zoom lens with the protection and clarity it needs to deliver crisp detail in all your underwater scenes. What's more, it shelters the FinePix F10 Zoom's high definition, 2.5-inch LCD screen whilst still allowing you to admire your high-quality images and movie clips instantly - as well as giving you the freedom to edit photos when you're on the move.

Tania Payne, Digital Accessories Product Manager, Fujifilm, said, " The FinePix F10 Zoom's combination of 500-shot battery life and high sensitivity range make it the perfect tool for capturing accurate images of the deep blue. With this in mind, we have introduced an ergonomic and buoyant underwater casing to further enhance the camera's versatility, as well as give the user full control over the F10 in challenging environments."

FinePix F10 Zoom Underwater Housing features at a glance:

- * Pressure resistance: 40 metres
- * Made from tough, transparent polycarbonate
- * Dedicated design retains full camera functionality when sealed
- * FL reinforced glass lens window
- * 135mm x 102mm x 92mm (W x H x D)
- * Weight: 325g (excluding camera and accessories)

Package includes:

- * Waterproof case
- * Hand/wrist strap
- * Silicon grease
- * Silica gel
- * Balance weight
- * Spare O-ring
- * Unlocker/O-ring remover
- * Quick maintenance guide
- * Owner's manual

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:

Natalie Still/ Liz Eyarhono
01273 666 200
natalie@midnight.co.uk/liz@midnight.co.uk

Jenny Hodge
020 7465 5852 / 07775 897360
jhodge@fuji.co.uk

Information about Fujifilm products, and high-resolution images, are also available at
www.fujifilm.co.uk/presscentre

For press information on Fujifilm Equipment & Systems (minilabs and kiosk systems), please contact:

Claire Jennings / Kim Stain
The Bright Consultancy
Tel: 01564 795535
Email: kim@bright-consultancy.co.uk / claire@bright-consultancy.co.uk

About Fujifilm

Fujifilm is a global leader in imaging technology, products and services including digital cameras, photofinishing, digital storage and recording media, consumer and professional film, motion picture film, professional video, printing systems, medical imaging, office technology, flat panel displays and graphic arts. The company employs more than 73,000 people worldwide, with 178 subsidiaries stretching across four continents.

Uniquely placed to be a market leader in digital imaging, Fujifilm develops and manufactures its own

sensors, lenses and processing technology. In addition to its production plants and R&D operations in Japan, the company has key manufacturing facilities in Europe and the USA for core products such as colour film, colour paper, single use cameras and CTP printing plates, and has further factories in Brazil and China. It has a global turnover in excess of £13 billion.

In the UK, Fujifilm has been supplying the imaging, printing and graphics industries, as well as consumers, professional and enthusiast photographers, with high quality, innovative products and services for over 25 years. Fujifilm UK currently employs more than 450 people and has become one of the country's most popular photographic and imaging brands.

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