

**FUJIFILM FinePix.
More than you imagined**

PHOTOKINA 2008, COLOGNE, GERMANY, September 23, 2008 —FUJIFILM Corporation is exhibiting the latest models in the FinePix digital camera lineup at Photokina 2008 under the umbrella slogan of “FUJIFILM FinePix. More than you imagined.”

The FinePix corner within the Fujifilm booth at Photokina 2008 is divided into three zones: Autumn 2008 New Model Touch & Try; FinePix Real Photo Technology Experience; and FinePix Technology of the Near Future.

This year marks the 10th anniversary of the March 1998 debut of the FUJIFILM FinePix 700, the world’s first 1-megapixel compact digital camera. A full decade later, the new FinePix models debuting in autumn 2008 are characterized by strong product features and proprietary Fujifilm imaging technology, providing access to a compelling world of photo imaging for photography fans everywhere.

FUJIFILM
Expand the World of Imaging



Overview of FUJIFILM FinePix Exhibition

Autumn 2008 New Model Touch & Try

The lineup of FinePix quality digital cameras on display at Photokina 2008 includes the FinePix S100FS, winner of both TIPA and EISA Awards in 2008; the top-of-its-series FinePix F100fd; the slim, stylish FinePix Z20fd and FinePix Z200fd, favorites among young people for their innovative designs; the new FinePix F60fd, debuting this autumn with a newly developed Scene Recognition AUTO function; and the FinePix S2000HD, capable of capturing full HD still photos and HD movies for playback on big-screen HDTV.

FinePix Real Photo Technology Experience

Embracing the concept “Capture the moment as your eye sees it,” Fujifilm continues to develop its state-of-the-art Real Photo Technology. Among the technological innovations showcased at Photokina 2008 is “Scene Recognition AUTO,” a new intelligent function that ‘recognizes’ the type of scene and automatically sets the optimum shooting parameters. Another innovation, “Wide Dynamic Range 400%” minimizes blown-out highlights in high-contrast scenes. FinePix face detection functions are evolving as well, giving the latest “Face Detection 3.0” the ability to detect faces in a mere 0.036 seconds. Extended 360° detection even identifies profiles and faces at an angle, and the same face detection technology also plays a role in the innovative Couple Timer & Group Timer functions. This corner of the Fujifilm booth lets visitors experience shooting with these innovative Real Photo Technologies and also features an HD still photo/movie output corner where visitors can discover the pleasures of HDTV-compatible photography for the entire family.

FinePix Technology of the Near Future

Fujifilm has developed a next-generation version of Super CCD, the proprietary

imaging sensor that captures images as close as possible to those seen by the human eye. The development concept, structure, and image visuals will be on display at Photokina, in advance of the commercial debut of cameras featuring this new imaging sensor. Fujifilm has also developed a new visual system expected to expand the horizons of imaging and will display a world of images that far surpasses common perceptions of photography for the first time ever at Photokina 2008.

Primary Products on Display

Autumn 2008 New Model: FinePix F60fd

Scene Recognition AUTO (SR AUTO) and Real Photo Technology deliver fully automatic shooting for beautiful photos with ease!

Features newly developed SR AUTO intelligent scene recognition function: just point the camera and the FinePix F60fd automatically calculates the distance to the subject, the brightness of the background, and whether the subject is a person. These calculations are used to identify the scene as 'Portrait,' 'Landscape,' 'Night' or 'Macro,' for fully automatic shooting at optimum settings. 'Portrait' photos are enhanced by the latest Face Detection 3.0, which boasts the most extensive face detection range*¹. Extended 360° detection identifies faces in profile, at an angle, and facing up or down at a minimum of 0.036 seconds*¹.

*1: FUJIFILM data

- Fujifilm's Real Photo Technology performs optimum image processing to suit the recognized scene, for beautiful results whatever the subject. For 'Portrait' photos, the camera determines optimum focus, exposure, and white balance, ensuring natural skin tones. For 'Landscape' shots, the full 12.0-megapixel resolution is maximized to produce beautiful photos with astonishing detail. 'Night' scenes are

captured in clear, crisp images with minimal noise, and 'Macro' scenes are shot with pinpoint focus and vivid color.

Autumn 2008 New Model: FinePix S2000HD

Transform your living room into a theater! 15x optical zoom model lets you enjoy both photos and movies on a big-screen HDTV.

- The FinePix S2000HD can be connected to an HDTV using the HD connection cable^{*2}, making it easy to display photos and movies on the big, high-resolution screen. Switching to HD shooting mode is simple, while a special HD framing guide ensures all of the photo elements will be within the screen area, even when shooting at standard 3:4 mode.

*2: Optional accessory

- 15x Fujinon zoom lens with wide-angle 27.6mm is suited for a broad range of photo scenarios.

Autumn 2008 New Models: FinePix J150w/J120/J110w/J100

Stylish digital cameras meet a multitude of needs with 5x Fujinon optical zoom, wide-angle 28mm/35mm focal range, and 3-inch/2.7-inch LCD.

- Features a 5x Fujinon optical zoom lens with wide-angle 28mm^{*3}. Suited for a multitude of photo scenarios, ranging from dynamic landscape photos with realistic depth and expansive group shots to dramatic close-ups of distant subjects.

*3: J150w/J110w only

- Big, bright 3.0-inch LCD^{*4} for enhanced viewing and camera operation.

*4: J150w/J120 only

FinePix S Series

From wide angle to telephoto, fixed-lens SLR-type digital cameras offer true photographic performance.

FinePix S100FS

- Four types of Film Simulation modes recreate the tonality and color reproduction of reversal & pro-negative film photography.
- Wide Dynamic Range 400% prevents washed-out whites and captures subtle tonality in bright areas, even when shooting high-contrast scenes, resulting in rich tonal expression and exceptional detail.

FinePix S8100fd

- 18x Fujinon zoom lens with a focal range from wide-angle 27mm through super-telephoto 486mm covers every shooting scenario.
- 13.5 frames/second high-speed continuous shooting mode (3M pixels).

FinePix S1000fd

- 12x Fujinon optical zoom performance in a lightweight, palm-sized camera.

FinePix F Series

The flagship FinePix F Series packs a host of state-of-the-art functions into compact camera bodies.

FinePix F100fd

- Wide Dynamic Range 400% prevents washed-out whites and captures subtle tonality in bright areas, even when shooting high-contrast scenes, resulting in rich

tonal expression and exceptional detail.

- 12-megapixel resolution and ultrahigh sensitivity ISO 12800^{*5} combine to produce crisp, clear high-resolution images with low noise.

*5: ISO 12800 at 3M pixels or lower

- The latest Face Detection 3.0 boasts the most extensive face detection range with fast detection at a minimum of 0.036 sec^{*6}. Extended 360° detection finds faces instantly, full profile or even upside down, and optimizes focus and exposure for beautiful faces every time.

*6: FUJIFILM data

FinePix Z Series

Stylish, high-performance compact cameras with distinctive designs in a range of color variations that add to the joys of ownership.

FinePix Z200fd

- Slanted lens barrier and sleek flat form with glossy finish results in a distinctive luxury feel.
- 5x optical zoom; 10-megapixel resolution and image stabilization function incorporated in a slim compact design.

FinePix Z20fd

- A one-touch button for movie shooting, a successive movie function, and in-out editing features make compact digital movies more fun than ever before.

FinePix J Series

The entry-level series for casual photo enjoyment.

FinePix J50

- 5x Fujinon zoom lens; 8.2 megapixels

FinePix J10

- 3x Fujinon zoom lens; 8.2 megapixels in a slim, compact body.