

FUJIFILM announces Development of Professional-use Mirrorless Camera System “GFX”

The game has changed. Medium-format re-invented. Large sized sensor and large-diameter realize the highest image quality in the history of Fujifilm

PHOTOKINA 2016, COLOGNE, GERMANY, September 19, 2016—FUJIFILM Corporation (President: Kenji Sukeno) is proud to announce the development of the mirrorless digital camera system “GFX” to deliver the highest image quality in the history of Fujifilm electronic imaging. The company will release mirrorless digital camera FUJIFILM GFX 50S which features the FUJIFILM G Format 43.8 × 32.9mm sensor with 51.4 megapixels and six lenses that will be introduced under the new FUJINON GF Lens series of interchangeable lenses after early 2017 sequentially for professional photographers and photo enthusiasts. The new series deliver the highest image quality Fujifilm offers as well as outstanding expandability and functionality as a camera system.



Over the course of its proud history that extends over 80 years, Fujifilm has developed and manufactured photographic films with advanced image resolution and outstanding color and tone reproduction to meet the needs of professional photographers and photo enthusiasts, an extensive range of professional cameras under the consistent philosophy that “a camera is a tool for producing artwork,” and high quality FUJINON lenses which forms an indispensable part of camera systems. All these technologies have been amassed to develop the GFX, which uses a medium-format sensor to achieve the highest level of image quality and a completely new type of mirrorless system, and its companion FUJINON GF lenses.

As a long-term manufacturer of photographic films and medium-format film cameras, Fujifilm was always aware of the impact which different format sizes have on photographic expressions. Using a larger format gives ultimate enhancement to a camera's ability to capture "texture quality," "stereoscopic effect" and "aerial feeling," which cannot be attained even by substantially increasing the sensor's pixel count. Since the launch of the X Series, an increasing number of professional photographers and photo enthusiasts expressed their desire to achieve the ultimate world of photographic expression with the X Series' signature color reproduction. The GFX camera system with "G Format" is Fujifilm's response to their desire.

Highlight Features

(1) Obtaining the ultimate in photo image quality

Since the introduction of the X100 in 2011, Fujifilm has strived to achieve the best image quality possible with its X Series of cameras. The latest and the most advanced addition is the new medium-format mirrorless camera GFX. It uses the new large-diameter "G Mount" and incorporates a large 43.8 × 32.9mm CMOS sensor. Boasting the effective pixel count of 51.4 million, the camera delivers superior sharpness and image quality that will satisfy professional photographers shooting commercial, fashion or fine-art landscapes. The sensor's 51.4 megapixels can be adapted to various aspect ratios, including 4:3 (default), 3:2, 1:1, 4:5, 6:7 and 6:17, which were available in film cameras of the large- and medium-formats. The camera uses the "X-Processor Pro" imaging processor, which provides Fujifilm's outstanding color and tone reproduction at an extremely high level. The result is the ultimate capability in photographic expressions that only Fujifilm can deliver thanks to its extensive knowledge in medium-format cameras and large-format films.

(2) Mirrorless camera system with a large sized sensor

The GFX is an all-new mirrorless camera system that revolutionizes the concept of medium-format cameras. Compared to conventional medium-format digital SLR cameras, the GFX is lighter weight, achieving a far more compact form factor. With regards to functionality, the camera follows in the footsteps of the X Series by featuring numerous physical buttons and dials, and is designed with an ergonomic grip, shaped carefully and optimized for the camera body and lenses. This model becomes Fujifilm's

first model to use a detachable electronic viewfinder, which you can remove when using an external monitor or wanting to make the system even lighter. In addition, an optional adapter makes it possible to fit the EVF in any angle, giving greater freedom in the choice of shooting angle. Other optional accessories that will be released at the same time, include the Vertical Battery Grip, which enhances functionality when shooting in the portrait orientation. The camera also supports tethered shooting, which has become an essential part of the professional photographers' workflow, and will be compatible with various RAW conversion application software.



(3) New lenses with a new lens mount for added descriptive performance

A new lineup of FUJINON GF lenses, designed specifically for the GFX, supports the new G Mount. Taking advantage of the mirrorless system's structure, the G Mount has the short flange back distance of just 26.7mm to shorten the back focus distance as much as possible. This prevents vignetting to achieve edge-to-edge sharpness of the world's highest level. The initial lineup on launch is to include the following six lenses:

1. Standard prime "GF63mmF2.8 R WR" (equivalent to 50mm in the 35mm format)
2. Wide-angle standard zoom "GF32-64mmF4 R LM WR" (equivalent to 25-51mm in the 35mm format)
3. Mid-telephoto macro 1:0.5 "GF120mmF4 Macro R LM OIS WR" (equivalent to 95mm in the 35mm format)
4. Fast aperture mid-telephoto "GF110mmF2 R LM WR" (equivalent to 87mm in the 35mm format)
5. Ultra wide "GF23mmF4 R LM WR" (equivalent to 18mm in the 35mm format)
6. Wide "GF45mmF2.8 R WR" (equivalent to 35mm in the 35mm format)

The lenses feature an aperture ring, a popular feature in the X Series, and have the new C (Command) Position on the ring to enable aperture adjustments with the Command Dial on the camera body. All the lenses feature dust and weather resistant construction that withstands operation at temperatures as low as minus 10 degrees Celsius, allowing you to take them outdoors with peace of mind. This gives these lenses a strong potential, suitable for professional use in tough conditions.

* Design and specifications may be subject to change without notice.



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