

DIWA Gold medal awarded to Fujifilm FinePix S3 Pro

Fujifilm constantly pursues perfection in their image sensor development, presently peaked by the Super CCD II SR. The professional FinePix S3 Pro benefits from Fujifilm's latest sensor technologies, a fine display of their achievements in simulating the advantages of film, yet maintaining the digital versatility.

Amsterdam, 15. June, 2005 – DIWA (Digital Imaging Websites Association), a world-wide organization of collaborating websites, today has the pleasure of announcing a DIWA Gold Award to the professional FinePix S3 Pro digital SLR.

The FinePix S3 Pro is based on a robust magnesium Nikon camera body, built to Fujifilm's specifications for conversion into a professional digital SLR camera, giving full access to a multitude of Nikon lenses and accessories. With their own expertise from design and production of the renowned Super CCD image sensors, Fujifilm has added their 2. generation 12 Megapixel Super CCD SR sensor. High resolution is combined with S and R photodiodes to achieve astonishing image quality and a wider dynamic range than conventional CCD sensors.

Kai Thon, DIWA's test manager comments: "The FinePix S3 Pro proves that Fujifilm has succeeded in combining their undisputed skills from film manufacture with their unconventional approach to image sensor technologies. DIWA finds the S3 Pro particularly well suited for studio photography, such as portraits, products and interiors, but it is also highly suited for outdoor shooting on location. Add to this the built-in vertical grip, the flexibility of RAW format shooting, Adobe RGB and two versions of sRGB color space, plus Fujifilm's remarkable Hyper-Utility HS-V2 software, and you have the perfect picture."

DIWA members praised the image quality, not only by means of an outstanding image sensor, but also the camera's 3D Matrix metering, white balance control, wide range of shutter speeds and sensitivities, plus full manual control of exposure and parameter settings. There is even simulated film effects included. Although not primarily built for action, the FinePix S3 Pro is a fast imaging tool, allowing continuous shooting of 12 Mp images at 2.5 fps, responsive functions and storing. It is also one of few to offer both USB 2.0 Hi-Speed and IEEE1394 FireWire interface for fast downloading.

The FinePix S3 Pro offers a unique on-screen manual focusing aid on the 235.000 pixels high-resolution 2" LCD screen, as well as a backlit LCD control panel in the immediate vicinity of the image screen. Support for both CompactFlash and xD-Picture Card storage media is also unusual and useful. Perfect ergonomic design has high priority on the FinePix S3 Pro, making both professionals and experienced amateurs feel comfortable and accustomed the moment they take control over the camera.



About DIWA

A fast growing independent, authoritative, industry organization

The Digital Imaging Websites Association (DIWA) is a fast growing group of independent Web-based specialist publications dedicated to digital imaging. DIWA harnesses the collective talent and expertise of its members, resulting in industry awards that command unparalleled confidence and value, both for consumers and the industry, alike. DIWA awards come in the form of bronze, silver and gold medals.

Unique bullet-proof test scoring procedure

DIWA product test awards are exclusively decided through the analysis of multiple test scores from different DIWA testers, testing different samples of the same product. A very detailed and comprehensive standardized scoring procedure is employed, tailored carefully for each product category. Multiple testing eliminates the chance of an isolated, unrepresentative product sample or test error, or even hidden bias, from affecting the trustworthiness of the overall result.

Awards throughout the year

DIWA is also unique in its policy in issuing awards for deserving products throughout the year, culminating in annual best of the year Platinum medal awards.

DIWA Awards members:

- Czech Republic: www.fotoaparar.cz
- Denmark: www.digitalmagasinet.dk
- Germany: www.digitalkamera.de
- Netherlands: www.letsgodigital.org
- Norway: www.digit.no
- Poland: www.fotopolis.pl
- Slovenia: www.e-fotografija.com
- Spain: www.nuevafotografia.com
- Turkey: www.diginorm.com.tr
- United Kingdom: www.photographyblog.com
- United States: www.steves-digicams.com

The DIWA multi-lingual Web site

At the heart of the DIWA organisation is its multi-lingual Web site, www.diwa-awards.com, where you can find links to the latest reviews published by DIWA member publications. The site also archives DIWA awards and is designed to aid consumers in their choice of imaging products. For further information about DIWA please visit our Web site or email us at info@diwa-awards.com.