

DIWA Platinum Awards 2005 to Fujifilm FinePix F10

The 12 member websites of the DIWA Awards organisation have re-evaluated all DIWA Gold Award winners from 2005 and selected the best of the best. Fujifilm FinePix F10 won the title of "Best Digital Amateur Camera" in 2005.

Amsterdam, 13. February, 2006: DIWA (Digital Imaging Websites Association), a world-wide organisation of collaborating websites, today has the pleasure of announcing the winners of the annual DIWA Platinum Award for 2005. DIWA members from Europe and America continuously test and review digital imaging products for their readers. For digital cameras, more than 200 details must be checked, tested and evaluated. Then, each review is carefully monitored and compared by DIWA to ensure error-free, reliable and comprehensive test results.

Top ranked products will receive DIWA Awards in the value of gold, silver or bronze, based on summarized average scores. At the end of each year, one of the gold winners from each of the three digital camera categories is selected by the members as the best of the best, honoured by a "DIWA Platinum Award". For 2005, the DIWA group of experts has decided the following digital cameras to be worthy winners of these awards:

Fujifilm FinePix F10 :

Platinum Award 2005 for "Best Digital Amateur Camera"

The F10 receives the DIWA Platinum Award for 2005 as the best gold winning camera in its category of "Digital Compact Cameras". DIWA camera testing experts have concluded that Fujifilm must have paid extra attention to public demands and wishes when designing the F10. Not only is it a beautifully designed camera in a robust metal casing, it is also comfortably small with a 3x zoom lens and a huge 2.5" LCD screen with instant full brightness control. Unlike most mini-compacts, it also features a comfortable, elevated grip for improved security feeling, as well as several other user-friendly and useful features. The core technology responsible for the F10's success is the 6.3 Megapixel Super CCD image sensor delivering low-noise images even at high sensitivity, a perfect combination for sharp, blur-free images in dark surroundings and extended range for the built-in flash. All in all, great value for money.



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 for various product categories.

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 category of product. 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 an annual best of the year Platinum medal awards in all product categories.

DIWA Awards members:

- Canada: www.photoxels.com
- 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 - <http://www.diwa-awards.com> - or email us at info@diwa-awards.com.