FUJIFILM has explored its unique imaging and optical technologies to convert "photographic image quality," attained through its history as a photographic film and camera manufacturer, into "digital photographic image quality." This process culminated in the development of the "GFX" medium format mirrorless digital camera, introduced as the ultimate in image quality. Its astonishing resolution and the unique ability to capture atmosphere in the air, pioneered a new era in the world of digital photography. Two years on, and the GFX system is evolving with new technology to move on to an ultimate stage.
The GFX medium format mirrorless digital camera combines a large 102MP CMOS sensor with high-performance GF lenses to deliver unsurpassed image resolving performance and color reproduction capability. This large sensor features high speed phase detection AF, first seen in the X Series range of mirrorless digital cameras. Phase detection pixels are embedded at high density across the sensor surface to provide high speed autofocusing with excellent accuracy. The superior image quality coupled with the fast phase detection AF allows the camera to reach a new audience in moving subject medium format photography. This system meets and exceeds the creative needs of professional photographers.

* Fujifilm research as of September 25, 2019. Compared with other consumer mirrorless digital cameras.
This is the world’s first medium format interchangeable lens digital camera, equipped with in-body image stabilization. The IBIS functionality rewrites the rules for medium format cameras, giving users the ability to handhold a high resolution camera in all types of photographic scenarios.

World’s first* in-body image stabilization for medium format mirrorless digital cameras

* Fujifilm research as of September 25, 2018. Compared with other digital cameras equipped with 43.8×32.9mm sensor or larger.
The vertical battery grip is now integrated in the third generation GFX camera giving enhanced durability, handling and usability. The contour of the body and button layout has been designed based on feedback from various fields, commercial, fashion portrait and landscape photographers to ensure advanced performance and easily adjustable camera settings. After developing the GFX 50S and GFX 50R, now the third generation will come.
The new sensor and the "X Processor 4" allows for amazing video functionality. This new camera supports 4K video recording at 30p for a unique medium format cinematography look, depth of field, tonality, while utilizing the full phase detection AF and in-camera image stabilization. All the video functions that the X Series is famous for are also packed into the GFX camera body to pioneer a new world of videography.

World's first* 4K video filming with a medium format mirrorless digital camera

The new sensor and the "X Processor 4" allows for amazing video functionality. This new camera supports 4K video recording at 30p for a unique medium format cinematography look, depth of field, tonality, while utilizing the full phase detection AF and in-camera image stabilization. All the video functions that the X Series is famous for are also packed into the GFX camera body to pioneer a new world of videography.

* Fujifilm research as of September 25, 2018. Compared with other mirrorless digital cameras equipped with 43.8×32.9mm sensor or larger.