

## **New 'A' series of cameras are on this year's hot list**

Following the huge success of the 2010 range of FinePix 'A' series cameras, Fujifilm is pleased to introduce two new additions for 2011. The FinePixAV200 and AX300 combine a good all-round feature-set with affordability, and are perfect for beginners who want a simple point and shoot digital camera.

### **Feature-packed**

The AV200 combines 14 megapixel with a 3x Fujinon zoom. The AX300 has also 14 megapixel but offers 5x Fujinon zoom lens. You can rest assured that whichever model you choose, the excellent resolution sensors and top quality Fujinon optics combined with the high sensitivity settings (to ISO 3200) deliver sharp, clear images whatever the shooting conditions. Both models feature Fuji's Digital Image Stabilisation technology to compensate for image blur caused by hand shake or subject movement, and ensure you always get a great picture.

### **Shoot and share**

The two new compacts capture stunning 1080p HD photos and 720p movies, allowing you to show off your impressive pictures and videos to your family and friends on any HD ready television\* (or home PC).

\*To connect to an HD-ready TV, you will need a HD Player (HDP-L1) (sold separately)

### **Intuitive features**

With SR Auto mode, which intelligently detects your scene type and shooting conditions, exposure and white balance are set to achieve perfect results. So whether you're photographing your beautiful garden or the kids on the beach, you will get flawless photos at the press of a button. Or if you prefer you can choose one of 21 pre-programmed scene modes for extra control. What's more, the 'A' series also benefit from Single and Tracking Auto Focus modes to ensure crisp, clear photos, every time.

### **Can't find what you're looking for?**

If you have ever struggled to find the photo you are looking for on your camera, then this will be your saving grace. These FinePix cameras benefit from a Picture Search feature which allows you to find all images taken in a particular scene mode (e.g. Portraits and Landscapes) ensuring it is much faster to navigate through the photos on your camera to find the one you are after.

### **Get creative**

Use the Motion Panorama Mode to take impressive snaps of your favorite places and fill your walls with pictures your family and friends will admire. This mode allows you to stitch three photos together to create one stunning panoramic image, perfect for wide landscapes, tall buildings or large groups of people.

### **Face Detection and automatic red-eye removal**

Great group photos can be challenging to get right when you are trying to make sure everyone looks good. Fujifilm's Face Detection feature takes the hard work out of it, by ensuring that the camera settings are optimized for focus and red-eye removal, on all faces detected.

### **Key features on the A series' models:**

- 14 megapixels
- 3x or 5x Fujinon zoom lens
- Digital Image Stabilization
- Lightweight design
- Single and Tracking Auto Focus with SR Auto and movie mode
- Motion Panorama mode
- ISO sensitivity 1600 at full resolution and up to ISO 3200 with 3MP
- Full HD photos and 720p HD movie capture (16 : 9 stills)
- Scene Recognition Auto (SR AUTO)
- Face Detection technology with auto red-eye removal

- Picture Search – by Face, by Scene, and by Date
- Easy to use with intuitive GUI
- AA battery operated

The FINEPIX AV200 will be available for 89 Euros.

The FINEPIX AX300 will be available for 99 Euros

Estimated release date: March 2011

For further information : [info@fuji.be](mailto:info@fuji.be)

For pictures of our digital cameras : [www.fujifilm.co.uk/presscentre/imagebank](http://www.fujifilm.co.uk/presscentre/imagebank)