

## **A new 18x zoom bridge camera is announced by Fujifilm**

Following on from the success of the FinePix S2800HD, the S2950 will be available from Spring 2011. This is the latest addition to Fujifilm's S-Series long-zoom range of "bridge cameras" which are renowned for their ease-of-use and excellent tele-photo capabilities – all packaged up in a neat compact shell and with the added bonus of an all-important EVF. With a generous 18x Fujinon optical zoom lens, the S2950 really packs a punch, especially when matched with its 14 megapixel sensor, large 3.0" LCD screen and 720p HD (30fps) movie capture.

### **Electric powered Fujinon 18x zoom lens**

The S2950 sports an impressive 28mm – 504mm high precision Fujinon optical zoom lens. Simple to operate with an electric powered zoom lever, the huge zoom range means that you can capture all the detail, even when you're at a considerable distance away. You can even operate the zoom during shooting the movie. Unlike a bulky D-SLR, bridge cameras allow you great versatility of zoom, without the hassle of carrying a bag of lenses.

### **Sharp, clear shots**

Even at the longest zoom settings or in the most challenging of lighting conditions, the S2950 is able to produce crisp, clean results. With its mechanically stabilized 1/2 3", 14 megapixel CCD sensor, and high ISO sensitivity settings, Fujifilm's Dual Image Stabilisation technology combines to reduce the blurring effects of both hand-shake and subject movement to provide superb pictures.

### **Impressive panoramas**

With its easy to use Panoramic shooting mode you can get creative on the S2950, however basic your skills, and rest assured that you will not risk shooting uneven landscapes or shaky horizons. The camera enables you to take three successive shots with a helpful tool which automatically releases the shutter once the images are fully aligned to seamlessly stitch the shots together in-camera. It's so easy and the results are impressive.

### **Advanced HD capabilities for Both Movies and Stills**

For the complete viewing experience, the FinePix S2950 is HD enabled and can therefore

play-back both HD stills (Full HD) and movies (720p) in superb quality on any HDTV. It's yet to become the standard method of viewing photos, but it's certainly not to be knocked. And given that this camera has a mini HDMI port it's very quick and easy to connect it up to a HDTV\* and play back your photos on the big screen.

\*Mini HDMI cable required (not included)

### **Frown or blink and the picture's spoilt**

Not anymore! With Fujifilm's Smile and Shoot mode the camera can recognize the exact moment your subject smiles and releases the shutter only when this happens, ensuring that all your photos are happy one! Additionally the Blink Detection function warns you if any of your subjects have blinked so that you can re-take the photo if necessary.

### **Facebook/YouTube easy web upload**

NEW in 2011 for the S series range of cameras is Fujifilm's easy web upload function. It allows you, in-camera, to tag pictures for speedy upload to Facebook and YouTube once you connect to a PC and launch My FinePix Studio. A great time saver, it allows you to organize your photos when you're on the move!

### **Preserve your memories for longer by creating a Photobook!**

The S2950 allows you to select in-camera the images you want to feature in your Photobook; this task is particularly simple if you have already star rated your favorite photos! You literally tag the images that you want to have in your photo book & select which one you want for the front page and then when you are ready to order the book it's a much quicker easier task. You can also simply enjoy viewing the selected images in an in-camera Photobook with pages that turn! Great fun.

### **S2950HD Key features at a glance:**

- 14 Megapixel CCD
- Fujinon 18x optical zoom (28-504mm)
- 3.0" LCD screen (230K dot resolution) and EVF (200K dot resolution)
- NEW Easy web upload to Facebook & You Tube
- HD stills (Full HD) and 720p HD movie capture (30 fps)
- HDMI mini port for easy image display on any HDTV
- Up to ISO6400 (at reduced resolution)
- Face Detection with Blink detection and Smile and shoot mode
- SR Auto (Scene Recognition Auto)

- Full Manual Controls
- Tracking AF
- Motion Panorama mode
- Image Search function with Photobook assistant
- Auto Rotate
- 4 x AA batteries
- 110.2 (w) x 73.4 (h) x 81.4 (d) mm
- 341g (excluding media & battery)

The FINEPIX S2950 will be available for 209 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)