

## **FinePix T200 – Fujifilm has great photography down to a ‘T’ with world thinnest 10 times zoom compact camera!**

High quality photography just got a whole lot more accessible thanks to the introduction of the new FinePix T200. The T200 presents the ideal solution for those who want to buy a well specified, easy to use and most importantly, world thinnest\* 10 times zoom compact camera to take on their travels or use to capture family life, but don't want a hefty price tag to match.

\* Researched by Fujifilm at 5th of January

The T200 offers specifications that few other models can match, including some of latest cutting edge technologies plucked from higher-end models in Fujifilm's range.

### **High resolution, wide zoom range**

With an impressive resolution of 14 megapixels, the FinePix T200 delivers files that can be printed out at A3 without the need for any software re-sizing. Equally impressive is the 10x zoom range, which stretches from 28-280mm (35mm equivalent). This powerful mix of features will ensure users can capture great image in no time, be they wide-angle land and cityscapes or closely cropped portraits and distant details.

In addition to the 10x zoom, the T200 also comes equipped with a powerful CCD shift Image Stabilisation (CIS) system that helps eliminate camera shake and deliver high quality images in a wide variety of lighting conditions.

CIS works during the exposure to counteract any hand movements. The result is an expanded range of shooting situations where the T200 can be used without the need for a tripod or other support. With CIS working hard in the background, you can capture sharp, colorful scenes and portraits at night. Plus, should the light be really low, the maximum sensitivity of ISO 3200\* can be selected so you can keep shooting.

\* Resolution reduced to three megapixels at ISO 3200

### **An easy to use model with premium features**

Many photographers want to keep things simple when it comes to taking pictures and the T200 is an approachable, easy to use compact. But don't think that you're missing out on some of Fujifilm's latest compact camera developments as a result. The FinePix T200 has a few technological tricks up its sleeve, including:

- Photobook assist. Picking the pictures to go in a photobook can be time-consuming and it can be difficult to visualize what the final book will look like. Not anymore! The T200's Photobook Assist feature allows you to tag images that you'd like to use in a photobook; you can even tag the front cover shot. Then, when you've made the selection, the camera will create a simulation of the photobook which you can view through on the rear LCD.
- Motion panorama. Everybody likes shooting panoramic images, but no-one likes stitching them together afterwards on a PC. This mode makes shooting panoramas easy. Press the shutter release to start, rotate through and then the FinePix T200 will stitch all three shots together seamlessly. Capturing great panoramic shots has never been so fun – or easy!
- Face recognition. This is a great feature if you shoot a lot of portraits. When a shot is taken, you can store the name of the person/people in the image. By doing this, the T200 will then automatically find other images on the memory card featuring the same person. Use the Image Search function and you'll quickly be able to find all the shots of a specific individual.
- HD video. For those situations when you want to capture movie footage instead of stills, the FinePix T300 offers 720p HD video at 30 frames per second.

### **A Large and High Resolution LCD**

Compact dimensions, perhaps, but this hasn't affected the size of the rear LCD, which measures an impressive three inches from corner. Images and menus are displayed in 230,000 dots glory, plus composition is easy on the large screen.

### **Slim and pocketable for easy portability**

A heavy, bulky camera is the last thing you need when you're trying to travel light. The T200 is just 28.1mm thick and 97mm wide (without the projection portion of the lens, it is 18.5mm thick) so it'll easily store in the corner of a travel bag or a jacket pocket. What's more the camera is also available in five colors, so there's bound to be one to suit your tastes.

**Fujifilm FinePix T200 key features:**

- 14 megapixels
- 10x optical zoom covering 28-280mm (a 35mm camera equivalent)
- 2.7 inch rear LCD with 230,000 pixels
- CCD Shift type Image Stabilisation
- Face recognition and Image Search
- ISO 3200 maximum sensitivity
- Slim body style available in five colors
- Photobook Assist
- Motion panorama

The FINEPIX T200 will be available for 189 Euros

Estimated release date : march 2011

For more informations : [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)