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NEWS RELEASE

Digital Cameras and Accessories

Double Win for Fujifilm at Photo Imaging Awards

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Fujifilm's extreme hybrid camera, the FinePix HS10, is named "**Best Superzoom camera 2010**", and Fuji's Real 3D Technology "**Best Imaging Innovation 2010**" at the **TIPA Awards** in New York.

The highly prized Technical Image Press Association (TIPA) Awards are widely regarded as the photo and imaging industries' "Oscars". TIPA is a global association made-up of 29 different photo and imaging magazines from 13 countries, judges voted on outstanding products in a number of categories.

TIPA judges were impressed by the FinePix HS10's range of qualities including versatility and performance. The latest addition to Fujifilm's award-winning range of long zoom cameras offers an unprecedented feature set. Utilising cutting-edge BSI-CMOS image capture and class leading Fujinon optics, the FinePix HS10's unique mix of hi-speed advanced technologies brings several new features designed to make achieving professional-looking pictures easier than ever. In a statement explaining why they chose the **FinePix HS10 as Best Superzoom Camera 2010**, judges commented:

"Serious photographers wanting the versatility and performance of an SLR system without the bulk or expense, now have the perfect solution in the shape of the Fujifilm FinePix HS10. The FinePix HS10 offers an extensive feature set that combines a powerful 24-720mm (30x) zoom lens with sophisticated photographic controls, advanced functionality and SLR-like handling and excellent image quality in a single, compact, affordable unit".

Additionally, for second year running, Fujifilm has bagged the "**Best Imaging Innovation**" award, this time for its innovative FinePix Real 3D Technology. This breakthrough technology has made it possible to take 3D photographs which you can view without the need for 3D glasses. The judges remarked:

" Fujifilm's 3D technology offers an uncomplicated way for consumers to create and perceive 3D images and movies. Advanced 3D digital shooting is as easy as 2D photography with the FinePix REAL 3D W1 camera. The camera's display allows for immediate displaying of the 3D visual captures. The additional Fujifilm 3D photo display frame is an option to show the images outside of the camera in a larger size. Finally, 3D prints can be produced for which Fujifilm has succeeded in the precision lamination of high-resolution, low-halation prints with lenticular sheets that create the 3D effect".

