

The FinePix Z90 – a touch of social networking!

Introducing the undeniably stunning FinePix Z90 from Fujifilm, a super-stylish member of the 1st half 2011 range of digital cameras. It's packed full of fun and easy-to-use features, this camera really is not just a pretty face. Housing an innovative 3-inch wide LCD touch screen, a 14.2 megapixel sensor, a 5x Fujinon optical zoom, 720p HD movie and 1080p image capture, and a YouTube/Facebook easy web upload facility; the FinePix Z90 is the perfect camera for a fashion-conscious audience that is looking for a combination of quality and style.

Look at me

The Z90 follows in the footsteps of its hugely successful predecessor, the Z70. However, it now sports a stunning 3-inch wide LCD touch screen, allowing you to effortlessly navigate through the camera's many functions without needing to press any buttons. The responsive touch screen will not only let you take and view photos at the touch of a finger, but also provides a large, bright screen to playback and admire your photos. The elegant design grabs attention with its sleek looks and cool vertical sliding lens barrier. At only 17.45mm thick you really can just pop this camera into your jean pocket – perfect!

A social sensation

The Z90 is great for those who have better things to do than sit around all day uploading images and movies to Facebook and YouTube. Just simply go to 'playback' mode, then select the 'menu' option and 'mark' your chosen pictures and movies for Facebook or YouTube. Then once you connect the camera to your computer and access the MyFinePix Studio software (included in the box), all you have to do is press 'upload' and they will all get transferred to the selected websites saving you effort & time.

Be a star on the big screen

With HD image and movie capture and a 14.2 megapixel high resolution sensor, the FinePix Z90 will capture spectacularly, detailed images that you will be proud to share with both, friends and family. Both still shots and video clips can be viewed in all their glory on any HD ready television*.

*To connect to an HD-ready TV, you will need a HD Player and HDMI cable (optional extras).

Get closer to the action

The Z90 has an impressive Fujinon 5x wide optical zoom lens (28-140mm equivalent) which operates internally, ensuring the sleek design of the camera is maintained and also that the optics are protected against any bumps or scrapes. This 5x wide optical zoom opens up a wide array of photo opportunities that would normally be out of reach, and thanks to the Digital Image Stabilisation feature, the pictures you take will be crisp and clear, even at the full 5x zoom.

Any way is up

Navigating the Z90's interface is smooth and easy; Dual Direction GUI detects the orientation of the camera and automatically switches the direction of the menu buttons and current image.

This feature splits the screen in various ways allowing you to view multiple images at once in playback, so you can scroll through your images easily to locate the one you are looking for.

Clever compact

As on all Fujifilm cameras the Scene Recognition Auto (SR AUTO) feature intelligently detects the scene-type and shooting conditions and optimizes the camera's settings accordingly. So whether you're photographing a group of friends in a nightclub or family on the beach, the FinePix Z90 will produce perfectly balanced photos at the press of a button. The Z90 also features low-light capabilities of up to ISO3200 at full resolution, and advanced Face Detection technology with automatic red-eye removal.

Focused on the target

Great for those all important actions shots, the Tracking Auto Focus (AF) feature locks onto your moving subject and ensures that they are kept in perfect focus. Simple to use, just half-press the shutter button and Tracking AF will track your subject and keep them in focus until you fully press the shutter button, capturing a photo with the subject in centre frame and perfectly in focus & ensuring that you don't miss the shot. One more fascinating feature is the touch and shoot function. If the user select this mode and touches the LCD screen, the camera will automatically release the shutter and take the best picture for you.

Blog it!

Perfect for all those teenagers and twenty some things that spend every waking minute on-line, the Z90 features numerous edit functions which allow you to rotate, crop, collage, resize, change brightness and create mosaic effects on faces on your photos to ensure they are prepped to share on the internet, with the world!

Make your own movies

And finally, with a dedicated movie button on the top of the camera, it really is simple to take your own video clips with the Z90. And once you've taken them there is even a Movie Editing tool that allows you to cut and paste successive movies. James Cameron, eat your heart out!

Fujifilm FinePix Z90 Key Features:

- 3.0-inch wide touch screen LCD
- 14.2MP sensor
- Slimmer metal body with vertical sliding lens cover
- Fujinon 5x wide Optical Zoom (28-140mm equivalent)
- YouTube/Facebook easy web upload
- HD Recording for both stills and movies
- One-touch Movie Mode and Movie Editing feature
- Digital Image Stabilisation
- Touch and Shoot
- Auto Picture Rotation
- Tracking Auto Focus
- Image search function
- Available in Black, Pink, Purple and Red

The FINEPIX Z90 will be available for 159 Euros.

Estimated release date : march 2011

For more informations : info@fuji.be

For pictures of our digital cameras : www.fujifilm.co.uk/presscentre/imagebank