

## Fujifilm's FinePix Real 3D W3 digital camera lets user capture images in 3D

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(PhysOrg.com) -- With 3D HDTV's exploding in today's market, Fujifilm has launched a new point-and-click camera with 3D photo capability. With 3D TV innovators like Sony, Panasonic and Samsung, the camera comes at a time perfect for the 3D revolution and can be used with or without special glasses to view. President for Fujifilm North American Imaging and Electronics Divisions, Go Myazaki, spoke of affordable 3D TV's on the rise, during a press event Tuesday at the Museum of Natural History saying "we're looking to leverage that."

After a successful launch of the worlds first [3D camera](#) in September of '09, the makers of Fujifilm developed a smaller, lighter, more compact version, weighing only 8.5 ounces with battery. The FinePix Real 3D W3 digital camera has a Minin HDMI 1.4 interface for immediate 3D viewing of pictures and videos taken at resolutions as high as 720p on practically any 3D TV with stereographic glasses, or special laptops and PC desk monitors. Among some of the other added benefits of the new version are an improved screen, 3x optical zoom, and Auto 3D mode.

On the flip side, by using the 3.5 inch LCD display, or the optional 3D viewer, special glasses aren't needed at all to view images. There's also an added option to transform the images in lenticular prints through a unique [printing process](#), that will be available in the UK.

Moving beyond the hobbyists, the FinePix Real 3D W3 [digital camera](#) is an attempt to increase interest in the mass market. Though, it's not to be said a second, 2D camera is needed after the purchase of the FinePix Real 3D W3. Two cameras in one, users can switch modes via the built-in button, to shoot and display normal, 2D photos. One special feature, the proprietary processor, allows users to take two pictures at one time. More than a 2D, there's a lot of creative freedom with this newer version.



With built-in lenses, image sensors for capturing 3D images, Fuji stands apart from its competition by processing 3D in hardware while most, like Sony, perform post-processing in software. With a list price of \$500, like most professional picture-taking 2D cameras, the FinePix Real 3D W3 will launch in early September 2010, alongside new Sony models.

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