

# FUJIFILM announces launch of new XF1 digital camera

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Fujifilm Corporation announcing the launch of the FUJIFILM XF1. This latest addition to Fujifilm's X series range of cameras is due to hit the market in November this year. The XF1 extends the X series range to a much wider audience.

Newly developed for the XF1, the wide-angle, f/1.8 FUJINON lens features a manual 4x optical zoom (25mm-100mm) operated simply by twisting the zoom ring. Its stylish body includes a 2/3-inch EXR-CMOS sensor and EXR Processor, which are user for FUJIFILM X10. In terms of appeal, the XF1 functions equally well as an upgrade to a [compact camera](#) or as a second, "back-up" camera for the more advanced

[photographer](#).

Highly praised for their superior [image quality](#) and ease of use, Fujifilm's X series cameras are aimed at those "passionate about [photography](#)" and currently features the award-winning FUJIFILM X-Pro1, FUJIFILM X100, FUJIFILM X10, and FUJIFILM X-S1 along with the new FUJIFILM X-E1.

## **Stylish design & Style**

The aluminum body is both light and durable, while a synthetic leather covering reproduces the feel of genuine leather while ensuring an improved grip. The XF1 comes in a choice of three very appealing colors: Black, Red, and Brown.

Unlike anything offered by power zoom, the twisting mechanical zoom ring offers a traditional zooming style by turning ring. The camera is powered on by the turning ring, like the X10. While the camera is not used, the ring can be pushed off into the body to minimize camera size for aiding portability.

## **Stunning results in low light with f/1.8 lens**

The XF1's fast f/1.8 lens allows poorly-lit subjects to be photographed without raising sensitivity levels, keeping noise to a minimum. The slim-line lens achieves its aperture of f/1.8 with a construction that features 7 lens elements in 6 groups (four aspherical and three extra low dispersion), the first with a highly variable profile and a high refractive index, and the second an aspherical element with an extremely high refractive index. All elements are subjected to FUJINON's unique Wide-band High Transmittance Electron Beam Coating process (developed for FUJINON broadcast-use lenses), reducing ghosting and flare for crisp

results in even the most difficult conditions.

Featuring a unique Optical Image Stabilization (OIS) mechanism that shifts one group of four lens elements to reduce blur, while avoiding color shading and lost resolution at the edges of the image, the XF1 will ensure that noise levels are minimized to produce clear low-light photographs.

Other features include Macro photography at ranges as close as 3 cm, and also the opportunity to capture images using the beautiful "Bokeh" depth of field effect (for crisp subjects set against out-of-focus backgrounds) by taking advantage of the XF1's fast lens and six diaphragm blades.

## **Premium high image quality with a larger 2/3-inch EXR CMOS sensor**

Everyone can take full advantage of the superb image taking potential of the XF1 by using Fujifilm's premium EXR Auto mode, the technology takes charge and selects the optimum settings (from 103 patterns according to the scene's demands), making extremely high photo quality easy to achieve, with almost any subject, whatever your ability!

Adjustable sensor controls are still on offer for the more advanced photographer. The 2/3-inch, 12 million pixel EXR-CMOS sensor features Fujifilm's three switchable sensor modes (SN - high ISO and low noise, DR dynamic-range, and HR resolution) which can be selected according to the subject for bright, sharp images.

## **Fast AF in even dark scene with EXR processor**

With its EXR-CMOS sensor and EXR processor, the XF1 camera offers

fast Auto Focus no matter what you're shooting, even in dark scene. The speedy read time of the CMOS sensor, coupled with the high-speed EXR processor, accelerates all operations; quick response, start-up in just 0.55 seconds, focus acquisition in as little as 0.16 seconds, and minimum shot-to-shot time of just 0.8 seconds. Additionally, the EXR processor offers high-speed processing for hassle-free HD movie recording and burst-mode photography.

## **Manual 4X zoom lens (25mm-100mm)**

Newly developed for the XF1, the wide-angle, f/1.8 lens features a manual 4x optical zoom (25mm-100mm) operated simply by twisting the zoom ring. This offers the photographer a traditional zooming style for quickly compose shots for pleasure and stress-free framing.

## **Manual feeling with new GUI**

A rich assortment of multi-function controls is available to those who prefer adjusting camera settings manually. The camera is equipped with a main command dial that simplifies the task of altering the shutter speed and aperture, while up to 6 frequently-used settings can be assigned to the Expanded-function button as desired, allowing the photographer to capture the scene exactly as intended through intuitive operations performed while viewing the LCD monitor.

That monitor is bright, sharp, 3.0-inch/460K dot premium clear LCD monitor with tempered Glass which protect from Scratch.

## **Artistic filters**

The XF1 features a new "advanced filter" option that allows for different forms of photographic expression. Choose from 11 creative

patterns; Pop color, Toy camera, Miniature, High-key, Dynamic tone, and six Partial color options (shoot in B&W plus one selective color: Red, Orange, Yellow, Green, Blue, Purple), and preview the effect of any of the filters on the LCD monitor.

### **FUJIFILM XF1 key features list:**

- Pocketable, premium, camera available in 3 stunning colors (Black, Red, Brown)
- Manually twisting mechanical zoom ring for turn-on and zooming
- F1.8 (wide) - F4.9 (telephoto) 4x Fujinon optical zoom lens (25-100mm equivalent 35mm format) and up to 8x Intelligent Digital Zoom
- 12 megapixel 2/3" EXR-CMOS sensor with EXR-Auto
- OIS: Optical Image Stabilization
- Fast processing and response times
- 3.0-inch/460K dot premium clear LCD monitor with tempered Glass which protect from Scratch
- Motion Panorama 360 for seamless panoramic shots in a snap
- Artistic effects including 6 "Advanced filters" with 11 patterns and 5 "Film simulation modes" for additional creative expression, plus an individual shutter 3D shooting option to create a 3D effect from 2 x 2D shots
- Full HD movie recording with the ability to [zoom](#) and to take photographs during movie recording. Now also with Automatic Scene Recognition for even better results when videoing
- Synthetic leather case with the same 3 color variation will be available to complement the XF1

Source: Fujifilm

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