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FinePix HS20 EXR – The ultimate all-in-one just got better

Record-breaking, innovative, versatile; the new Fujifilm FinePix HS20 EXR is all this and so much more. Replacing the multiple award-winning FinePix HS10; this latest addition to the range of Fujifilm bridge cameras represents the perfect picture taking solution for photographers who want the specification and picture quality of an SLR without the heavy camera bag and huge dent in their bank balance. With a class-leading feature set that includes a brand new EXR CMOS sensor, high speed continuous shooting capability, improved user interface, versatile video functions, 16 megapixel resolution and a 30x zoom lens with advanced anti-blur technologies, the HS20 EXR sets new standards in bridge camera functionality and performance.

Award winning EXR technology married with BSI-CMOS for breakthrough improvement.

“Shoot with beautiful quality and never miss the moment”. This is our concept for EXR-CMOS and the backed up technologies behind are below.

- High Sensitivity

  With conventional sensor design, light has to pass through a layer of wiring before it reaches the photo diodes. This reduces the amount of light hitting the sensor. But with a BSI (Backside Illumination) sensor, the wiring layer and photo diodes are reversed so sensitivity is improved; a benefit that’s particularly obvious when shooting in low light conditions.

- High Speed

  Thanks to newly developed EXR Processor and BSI CMOS, super fast transfer circuit made it possible for fast process and reading the files. The real benefit here is: it can take high speed shooting and Full HD movie.

- Intelligent Processor

  The camera can now recognize 27 scenes including blue sky (sky), green leaves (greenery), sunsets and even backlit scenes. According to each scene, camera can set the perfect setting (AF, exposure, white balance and flash) and take the best quality picture automatically. Therefore, all you need to do is press the shutter and you will get the perfect finish easily.

- The EXR processor also has the capability to spot and reduce purple color fringing, most common on dark subjects against light backgrounds, and improves the resolution at the corners of an image for more uniform image sharpness.
  Perhaps the most obvious benefit of the EXR processor, however, is the new Rich User Interface, which employs Vector fonts and graphics to dramatically improve the appearance of the menus. Users can wave goodbye to pixilated graphics and enjoy smooth text and icons on the camera's menus, now presented on a LCD screen.
  For users who struggle to find images on increasingly-large capacity memory cards, improved image searching capabilities will come in very handy. Now, searching through thousands of images can take seconds, not minutes. Once you've found the shots, it's easy to put them in to a photobook using the Photobook Assist function where the camera creates the book, tags the images.

- EXR Array Technology

  The EXR technology adds further versatility by modifying its behavior according to the lighting condition. Users can either let the EXR Auto mode to choose the correct setting itself, or pick from three manually selected options:

  - Resolution Priority mode should be chosen when you're after exceptional image quality. The FinePix HS20 EXR uses the full 16 megapixel resolution to produce images that can be printed out at A3 size straight from the camera.
  - High ISO & Low Noise Priority mode is the one to choose in low light conditions where the combination with the BSI sensor makes for superb results. To achieve this, the F550 EXR uses Pixel Fusion where it doubles the size of the pixels to make them more sensitive to light.
  - Finally, Dynamic Range Priority mode cleverly takes two pictures and combines them to provide a range of up to 1600%. This makes light work of scenes with lots of contrast such as a landscape on a summer's day or a portrait where the light source is behind the subject.

Keep up with the action, for any conditions

Thanks to the FinePix HS20 EXR's heady mix of sensor and processing technologies, brilliant action shots are possible no matter how fast the subject is moving. Whether you've got the HS20 EXR trained on sport, wildlife or just the kids running around, continuous full resolution shooting at 8 frames per second will make sure they're stopped in their tracks. And if that's not fast enough for your needs, how does 11 frames per second at 8 megapixel resolution sound?

There's also no need to worry about slow auto focusing or shutter lag conspiring against you; the HS20 EXR's contrast AF system takes no longer than 0.16 seconds to focus. So, it's more likely to be human reactions that fail before the camera, but the HS20 EXR even has that eventually covered as well with the Best Frame Capture Mode. Here, the camera starts recording images from the moment you half-press the shutter release to focus. When you do take a picture, the HS20 EXR also capture 8 frames before or after you've taken the shot to make sure you get one perfect image. Friends and family will think you've turned into a professional sports photographer overnight.

A lens for every application

With a 30x zoom range covering focal lengths from 24-720mm (35mm equivalent), the FinePix HS20 EXR really is ready for anything. Boasting high quality Fujinon optics, the mechanical zoom lens is now even easier to operate thanks to a reduction in the size of the integral flashgun. Zooming through the range can be done quickly and precisely to ensure perfect framing for every shot.

Using the longer focal lengths can cause camera shake, but the FinePix HS20 EXR has the bases covered fighting camera shake on three fronts. First, the sensor moves to counter any hand movements. Second, sensitivity is boosted using Pixel Fusion to allow faster shutter speeds and third, "Advanced anti blur" mode in EXR Auto (need for the users to select EXR Auto) where a sequence of four images are taken and then combined to provide one, to realize shake-free result (camera will decide automatically according to the shooting scenes).

Make broadcast quality movies

The FinePix HS20 EXR isn't just a camera for shooting stills; it also offers an impressive level of video functionality. By employing the same Pixel Fusion technology as it does for still images, the FinePix HS20 EXR delivers high sensitivity with low noise for movie capture in low lighting conditions without the need to resort to additional lighting. Now you can capture the mood of sunsets, interiors and parties and even night safari scenes in both still and movie form.

This camera can captures 1920 x 1080p footage at 30 frames per second. Versatility is further increased thanks to the High Speed Movie options, which include 320 x 112 pixel capture at an incredible 320 frames per second or 640 x 480 pixel capture at an impressive 80 frames per second. With features like this, even the fastest moving subjects can be captured and watched in super-slow motion.

Lastly, this camera can save the footage using the H.264 (MOV) Full HD format with stereo sound. The mainstay of broadcasting and Blu-Ray technologies, the H.264 (MOV) format produces file sizes that are smaller and easier to handle than AVI format, plus they're compatible with many applications and websites, making it simple for you to share video content via sites such as YouTube.

And the improvements don't stop there…

Further enhancements have been made over the HS10 to enhance the user experience and make the FinePix HS20 EXR the perfect all in one camera. These include an improved Motion Panorama mode for simple, high quality 360° image capture, compatibility with the RR-80 remote release, film simulation modes and the provision to accept high capacity SDXC cards.

Flash users will be pleased to hear that the HS20 EXR also offers TTL flash metering and will be supported by two new compatible flashguns; the bounce head EF-20 and EF-42, which also offers auto zoom function.

FinePix HS10 vs HS20 key differences:

	FinePix HS10	FinePix HS20
Resolution	10 MP	16 MP
Dynamic Range	400,00%	1600,00%
Movie Capture	H.264 (MOV) High Speed Movie	H.264 (MOV) High Speed Movie
Scene Recognition	6 scenes	27 scenes
Continuous Shooting	10 fps at 10 MP	8 fps at 16 MP 11 fps at 8 MP
TTL flash	No	Yes
Remote release compatible	No	Yes (RR-80)
SDXC compatible	No	Yes, with UHS-1
Film simulation	No	Yes
EXR processor	No	Yes

Fujifilm FinePix HS20 EXR key features:

- All-new 16 megapixel EXR CMOS sensor
- 30x optical zoom covering 24-720mm (35mm equivalent)
- 3.0 inch LCD with 460,000 pixel and new Rich User Interface using Vector fonts and graphics
- Advanced anti-blur technology
- 1600% wide dynamic range
- Full resolution high speed shooting at 8fps, high speed movie capture at up to 320 fps (320 x 112 pixels)
- Longer battery life (up to 350 frames, with 4-AA alkaline batteries)

- Electronic level function
- Raw file format
- Full HD movie capture using H.264 (MOV) format
- New EXR Auto mode featuring 27 scenes
- Color fringing reduction and corner sharpness improvement
- Film simulation modes
- Quick start mode
- Motion Panorama 360 mode
- TTL flash control with optional external flashes
- Lens hood included
- Photobook Assist function

The FINEPIX HS20 EXR will be available for 489 Euros.

For further informations: info@fuji.be

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