

The new 'J' series cameras from Fujifilm: sleek, stylish and full of fun!

Following in the footsteps of the current J series models, Fujifilm today announces 2 new additions to the range. The new cameras feature the same winning formula as previous models – all are slim, elegant compact cameras which have been filled to the brim with the latest technologies.

Model looks

The aesthetically pleasing design of the new FinePix 'J' series is an important part of the appeal of this range of cameras. The sleek and luxurious metal bodies have soft, curved edges, and come in an array of stunning colors to suit all tastes. And their ultra slim design ensures that the cameras are compact enough to slide into your pocket or handbag and carry with you at all times.

The differences highlighted

The 2 new models have a standard core specification and differ predominantly by their zoom/lens capabilities, but also by the thickness of the camera body:

| Code | Megapixel | Lens | Camera thickness | Technology |
|-------|-----------|------------------------------|------------------------|----------------|
| JV200 | 14 | 3x optical zoom 36-108 mm | 20.9 mm (18.5 mm *) | Face Detection |
| JV300 | 14 | 5x optical zoom 28-140 mm | 23.7 mm (18.5 mm *) | Face Detection |

*Without lens projection portion

Whichever combination you choose, by matching a high resolution sensor with high-precision Fujinon optics, Fujifilm have ensured that each model will deliver sharp and clear images, which are perfect for enlarging on screen or in print without compromising the image quality.

Facebook & You Tube easy web upload

This year's new 'J' series additions feature the popular 'Easy Web Upload' function that has previously only been found on the more fashion-driven models in the Fuji range. This is a great time-saver as it allows you to sort through your photos when you are travelling and decide which ones to upload to Facebook or You Tube so that when you get home you just have to connect to a PC and launch the MyFinePix Studio software (for Windows) and they will immediately upload.

Blink and you won't miss it

People often complain about ruined photos after the event, due to people blinking or not paying attention, never fear, Fujifilm is here with Smile and Shoot and Blink Detection features. The Smile and Shoot mode works by detecting smiles on faces: it will not take a picture until it detects a smile, so you're guaranteed happy shots every time. The clever Blink Detection mode warns you if you have captured an image with people blinking, so you can re-shoot if necessary.

Be a star on a the big screen

The 'J' series range of FinePix cameras, benefit from Full HD image capture and 720p HD movie capture. This enables you to take stunning, detailed pictures and videos that can be enjoyed in glorious High Definition on any HD ready television* or PC.

*To connect to an HD-ready TV, you will need an optional accessory HD Player (HDP-L1)

Playing back your pictures

All the 'J' series models feature Photobook Assist, which helps you create stunning photo books in-camera and lets you turn the pages as if you were looking at an album.

Plus if you can never find the picture you are looking for, the new Picture search tool lets you search by date range or type of photo (whether it's a landscape, portrait, night-shot, macro-shot etc)!

Core specification:

- Slim metal bodied design
- 2.7" LCD screen
- Scene Recognition Auto (SR AUTO)
- ISO sensitivity to 1600 at full resolution (and ISO 3200 at 3MP)
- Tracking Auto Focus
- Motion Panorama Mode
- Face Detection technology with auto red-eye removal
- Blink Detection
- Smile & Shoot mode
- NEW Facebook/You Tube easy web upload
- Digital Image Stabilisation
- Intelligent Flash
- Photo book assist
- Full HD image and 720p HD video capture
- Li-ion rechargeable battery

The FINEPIX JV200 will cost 109 Euros

The FINEPIX JX300 will be available for 129 Euros.

Estimated release date : march 2011

For more informations : info@fuji.be

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