



## Fujifilm FinePix HS30EXR - Long zoom versatility and exceptional image quality

Fujifilm is delighted to announce the launch of the FinePix HS30EXR, the latest in a long line of market-leading bridge cameras loved by photo enthusiasts all over the world.

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The HS range has become synonymous with versatility and optical quality among those photographers who don't want the lens-changing capability of a DSLR, but still want total control over their images.

The HS30EXR includes a number of key specification improvements over the HS20EXR model it replaces. The Electronic Viewfinder (EVF) has been greatly improved while a switch in power supply to a Lithium-ion rechargeable battery delivers up to 600 pictures per charge. These are just some of the changes that will ensure the HS30EXR keeps the Fujifilm name at the forefront of the bridge camera market in 2012.

### **New sensor, even better pictures**

The FinePix HS30EXR features an improved EXR-CMOS sensor, which gives the user even more versatility, most notably in low light conditions. By redesigning the shape of the photo diodes used in the EXR-CMOS sensor, the images display 30% less digital noise at higher ISO settings, which results in smoother tones and better low light images.

The EXR-CMOS sensor offers three different user-selectable options: High Resolution (HR) delivers the best results in bright lighting conditions or when fine detail in an image is of paramount importance. Wide Dynamic Range (DR) Priority is ideal for capturing images in high contrast light situations, when the user wants detail in both shadow and highlight areas, while High Sensitivity and Low Noise (SN) Priority is the one to choose in low-light. All of these modes can be selected, or it can be left to the HS30EXR to choose through the EXR AUTO function.

### **Never miss a shot**

Composing images on these HS-series can be done using either the 3-inch tilting LCD or the Electronic Viewfinder (EVF), both of which have been substantially improved over the HS20EXR. The LCD uses 460,000 dots to display menus and images with great clarity and now benefits from a brighter screen that ensures it's easy to view, even in direct sunlight.

Meanwhile, the FinePix HS30EXR's EVF is also larger at 0.26-inches and features 920,000 dots, compared to only 200,000 dots on the HS20EXR, making for a far clearer viewing image.

Viewing comfort has also been boosted thanks to a 22 degree viewing angle (16 degrees on the HS20EXR) and the whole picture taking experience has been improved through a substantial reduction in starting up period compared to the HS20EXR. The starting up period is now just around a half compared with that of HS20EXR. The writing period after continuous shooting has also been dramatically cut to approximately 2 seconds (compared to 20 seconds on the HS20EXR).

### **A lens for every occasion**

Sitting at the heart of the HS-series is a Fujinon 30x optical zoom lens offering a huge focal range from 24-720mm (equivalent to a 35mm camera). This enables photographers to tackle almost any type of subject matter from sweeping landscapes to fine details on wild animals.

But there may be occasions when users require even more telephoto power to pull in really distant details and, thanks to the Intelligent Digital Zoom function, this is now possible. This

doubles the focal range, delivering a massive 60x zoom with a maximum telephoto setting of 1440mm. What's more, the Intelligent Digital Zoom function doesn't suffer from the problems typically associated with digital zoom capabilities. This is achieved through intelligent image processing where the HS30EXR boosts sharpness in selected areas without increasing digital noise.

### Movie making and picture taking made easier

Like the HS20EXR, the HS30EXR also captures 1080p Full HD movies at 30 frames per second, but this hasn't stopped Fujifilm's designers making some key improvements to ensure movie capture is even easier.

Now, it's possible to manually focus during movie shooting for more creative focusing effects, while those preferring to auto focus will benefit in a reduction in focus hunting, so they can keep up with the action. When it comes to still images, the technologies used for Face Detection and Tracking AF have been combined to create Face Tracking Auto Focus. Ideal for capturing all the sporting action and active children, this unique feature allows users to follow the action, ensuring that the faces of friends and loved ones are kept sharp and perfectly exposed.

Finally, the FinePix HS30EXR has also been improved with the addition of a customisable Function (Fn) key on the rear of it. This enables fast access to regularly used functions without needing to go into the full menu each time.

### Key differences between HS20EXR and HS30EXR

	HS20EXR	HS30EXR
Sensor	16 megapixel EXR-CMOS	16 megapixel EXR-CMOS
LCD	3-inch, 460,000 dots	3-inch 460,000 dots Sunny Day mode
Electronic viewfinder	0.20-inch 200,000 dots, 16° viewing angle	0.26-inch 920,000 dots 22° viewing angle
Battery	4x AA batteries (350 shots per set)	Lithium-ion rechargeable (600 shots per charge)
Intelligent Digital Zoom	No	Yes
Manual Focus during movie recording	No	Yes
Customizable Function (Fn) key	No	Yes
Electronic level	No	Yes
RAW shooting	Yes	Yes

## Fujifilm FinePix HS30EXR key features

- 16 mega-pixel EXR-CMOS sensor
- 30x Fujinon Optical zoom lens (24-720mm equivalent to a 35mm camera)
- Up to 60x Intelligent Digital Zoom
- 3-inch LCD screen with Sunny Day mode
- EVF with 920,000 dots
- 1080p Full HD movie capture
- Hot shoe for TTL flash
- RAW file format
- Lithium-ion rechargeable battery – 600 shots
- Programmes AE, Aperture Priority AE, Shutter Priority AE, Manual exposure modes
- Macro focusing down to 1cm

### FinePix HS30EXR

Number of effective pixels	16.0million pixels
Image sensor	1/ 2-inch EXR-CMOS with primary colour filter
Storage media	Internal memory (approx.25MB) SD/SDHC/SDXC(UHS-I) memory card
File format (still image)	JPEG (Exif Ver 2.3 ), RAW (RAF format), RAW+JPEG (Design rule for Camera File system compliant / DPOF-compatible)
(movie)	H.264(MOV)
Number of recorded pixels	L : <4:3>4608 x 3456 <3:2>4608 x3072 <16:9>4608x2592 M : <4:3>3264 x 2448 <3:2>3264 x 2176 <16:9>3264x1840 S : <4:3>2304x 1728 <3:2>2304 x 1536 <16:9>1920x1080 Motion Panorama 360° Vertical 11520 x 1624 Horizontal 11520 x 1080 180° Vertical 5760 x 1624 Horizontal 5760 x 1080 120° Vertical 3840 x 1624 Horizontal 3840 x 1080
Lens	Fujinon 30x optical zoom lens
focal length	f=4.2 - 126mm, equivalent to 24-720mm on a 35mm camera
full-aperture	F2.8 (Wide) - F5.6 (Telephoto)
constitution	11 groups 15 lenses
Digital zoom	Intelligent Digital Zoom approx. 2.0x (up to approx. 60x, with 30x optical zoom )
Aperture	F2.8-F11.(Wide) F5.6-F11(Telephoto) 1/3EV step
Focus distance (from lens surface)	Normal : Wide: Approx. 45cm to infinity/ 1.4ft. to infinity

		Telephoto: Approx. 3.0m to infinity / 9.8ft. to infinity Macro: Wide: Approx. 7cm - 3.0m / 2.7in. - 9.8ft. Telephoto: Approx. 2.0m - 5.0m / 6.5ft. - 16.4ft. Super Macro: Approx. 1.0cm - 1.0m / 0.4in. - 3.2ft.
Sensitivity		Auto, Equivalent to ISO 100/200/400/800/1600/3200/6400*/12800* (Standard Output Sensitivity) * 6400 : M mode or lower, ISO12800 : S mode
Exposure control		TTL 256-zones metering, Multi, Spot, Average
Exposure mode		Programmed AE, Aperture Priority AE, Shutter Priority AE, Manual
Shooting modes		SP: Natural Light, Natural Light & Flash, Portrait, Portrait Enhancer, Dog, Cat, Landscape, Sport, Night, Night (Tripod), Fireworks, Sunset, Snow, Beach, Party, Flower, Text,
	(MODE DIAL)	MODE DIAL : EXR, AUTO, P,S,A,M,C,PANORAMA,SP1,SP2, Adv,
Image stabiliser		CMOS shift type
Face detection		Yes
Exposure compensation		-2.0EV—+2.0EV 1/3EV step
Shutter speed		(Auto mode) 1/4 sec. to 1/4000 sec. , (All other modes) 30 sec. to 1/4000 sec. (combined mechanical and electronic shutter)
Continuous shooting	(TOP)	Super High : approx. 11fps (Size M,S) High : approx. 8fps (Size L,M,S) Middle : approx. 5fps (Size L,M,S) Low : approx. 3fps (Size L,M,S) * SD memory card with a class 4 write speed (4 MB/sec.) or better is recommended. * The frame rate varies depending on the shooting conditions or numbers of frames in continuous shooting.
	(LAST)	-
	(others)	Best Frame capture: Super High : approx. 11fps 8/16 frames (Size M,S) High : approx. 8fps 8frames (Size L,M,S)/16 frames (Size M,S) Middle : approx. 5fps 8frames (Size L,M,S)/16 frames (Size M,S) Low : approx. 3fps 8frames (Size L,M,S)/16 frames (Size ,M,S)
Auto bracketing		AE Bracketing ±1/3EV,±2/3EV,±1EV Film Simulation Bracketing PROVIA/STANDARD, Velvia/VIVID, ASTIA/SOFT Dynamic Rang Bracketing 100%/200%/400%
Focus (mode)		Single AF/Continuous AF (EXR AUTO, Movie), Manual AF (One-push AF mode included)
	(type)	TTL contrast AF, AF assist illuminator available

(AF frame selection)	centre, Multi, Area, Tracking
White balance	Automatic scene recognition Preset: Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light, Custom
Self-timer	10 sec./2 sec. delay/Auto release/Auto shutter (Dog, Cat)
Flash	Auto flash (super i-flash)  Effective range: (ISO AUTO): Wide: Approx. 30cm - 7.1m / 1ft. - 23.2ft. Telephoto: Approx. 2.0m - 3.8m / 6.5ft. - 12.4ft.
Flash modes	Red-eye removal OFF: Auto, Forced Flash, Suppressed Flash, Slow Synchro. Red-eye removal ON: Red-eye Reduction Auto, Red-eye Reduction & Forced Flash, Suppressed Flash, Red-eye Reduction & Slow Synchro.
Hot shoe	YES
Electronic Viewfinder	0.26-inch., approx. 920,000 dots, colour LCD viewfinder approx. 100% coverage
LCD monitor	3.0-inch, approx. 460,000 dots, TFT colour LCD monitor, approx. 100% coverage
Movie recording	1920 x 1080 pixels / 1280 x 720 pixels/ 640 x 480 pixels (30 frames /sec.) with stereo sound Optical zoom function (manual)can be used.
Photography functions	EXR mode, High Speed Movie (80/160/320 frames/sec), Face Detection, Auto red-eye removal, Face recognition, Advanced mode (Pro focus, Pro low light, Multiple exposure, Individual shutter 3D), Motion Panorama360, Film simulation, Electronic level, Histogram display, Framing guideline, Frame No. memory, Best frame capture, Advanced Anti Blur, Date stamp
Playback functions	Face Detection, Auto red-eye removal, Multi-frame playback (with micro thumbnail), Protect, Crop, Resize, Slide show, Image rotate, voice memo, histogram display, exposure warning Photobook assist, image search, favourites, Mark for upload, Panorama, Erase selected frames
Other functions	PictBridge, Exif Print, 35 Languages, Time difference, Silent mode
Terminal	{ Video output
	(Digital interface)
	( HDMI output)
	NTSC/PAL selectable with Monaural sound
	USB 2.0 High-Speed
	HDMI Mini connector

Power supply	Li-ion battery NP-W126 (included)
Dimensions	130.6 (W) x 96.6 (H) x 126.0 (D) mm /5.1(W) x 3.8(H) x 4.9(D)in.
Weight	Approx. 687g / 24.2oz. (including battery and memory card) Approx. 637g / 22.4 oz. (excluding battery and memory card)
Operating Temperature	0°C—40°C
Operating Humidity	10%—80% (no condensation)
Battery life	Approx. 600 frames (AUTO mode)
Accessories included	Li-ion battery NP-W126 Battery charger BC-W126 Shoulder strap USB cable A/V cable (excluding Japan) Lens cap and Lens cap cord CD-ROM Owner's manual Lens hood (excluding China, Japan)
Optional accessories	Lens hood LH-HS10 Remote release RR-80 Shoe Mount Flash EF-42/EF-20 Protector Filter PRF-58

**Availability :** mid March

**Price :** 489€

**For more information :** [info\\_feb@fujifilm.eu](mailto:info_feb@fujifilm.eu)