



Fujifilm FinePix SL300 and FinePix SL240 bring flexibility, creative control and outstanding optics to the new 2012 bridge camera range

Take the next step towards fantastic pictures with the new FinePix SL300 and SL240 high-powered premium bridge cameras from Fujifilm.

Following in the tradition of the company's hugely popular S-series cameras, these models offer similar image quality and versatility to that of a DSLR combined with the convenience and portability of a compact camera.

Outstanding optics

The highlight of the new FinePix SL-series is the Fujinon optical zoom lenses, which offer a high-quality 30x and 24x optical zoom. The extended zoom ranges make the SL300 and SL240 ideal for travellers looking to record their adventures; sports fans keen to capture their teams on camera or any photographer looking for a step-up from their current compact camera.

Plus, with a close-focus distance of 2cm, users can also pick out precise close-up details, too. The zoom lenses offer smooth zooming and precise framing of scenes, and with the addition of a zoom lever on the barrel of the lens photographers are able to zoom in and out without taking their hands away from the camera – guaranteeing that they'll never miss the desired shot.

Remarkable image quality to match the lens range

Each camera houses a 1/2.3-inch 14 mega-pixel CCD sensor, representing the very latest in Fujifilm's award-winning imaging technology. The powerful sensors are optimised to work perfectly with the Fujinon zoom lenses, ensuring all the detail in a scene is captured with exceptional clarity. To assist in low-light situations or when shooting handheld, the cameras offer a maximum ISO rating of ISO 6400* for maximising available light and ensuring that shutter speeds are fast enough to capture action without blurring.

Sensor-shift Digital Image Stabilisation is offered by both devices and applies the latest in image enhancing processes to bring out detail and preserve the finer points of a picture.

For additional illumination, the SL300 and SL240 feature a powerful internal flash that will reach subjects up to 7m away, plus they also have a hot-shoe for connecting separate external flash to add professional lighting capabilities.

See the whole picture

The SL300 and SL240 boast a 3-inch LCD screen that offers 460,000 dots and an ultra-wide 160 degree viewing angle. This means they're not only clearer to see when composing pictures the super-bright screens make playback and reviewing movies and stills easier and more enjoyable. The cameras also have Electronic Viewfinders (EVF) that offer 200,000 dots screens, so users can be assured that they're seeing a good representation of what the camera will capture. The EVF also now benefits from the addition of a diopter adjustment, making it much easier for spectacle wearers to look through the viewfinder.

Improved performance

In addition to the new technological features the SL300 and SL240 have been optimised to provide a faster start-up, improved speed of Auto Focus and an upgraded response time. All this combines to ensure that users won't miss a shot. The power supply of these cameras has also been re-engineered to run on Lithium-ion batteries, allowing them to capture up to 300 frames on a single charge.

Creative possibilities

For times when users want to go beyond the still image, the new SL-series cameras are capable of capturing 720p HD movie at 30 fps. A mini HDMI output port enables both cameras to be quickly connected to an HD ready TV so users can enjoy watching their movies back on the big screen. Still images can also be reviewed in this way, showcasing those edge-to-edge image definitions.

Professional look and feel

The new SL-series cameras have cosmetic features and design flourishes that are strongly reminiscent of DSLRs and other pro-level cameras, including a rubberised coating to make both models comfortable in the hands for extended shooting sessions, and to also offer the reassuring build quality expected from a premium camera. The cameras' buttons are ergonomically located and the metal-like finish completes the overall package to appeal to both the beginner and the enthusiast photographer alike.

Fujifilm FinePix SL300 and FinePix SL240: key features

- 1/2.3-inch 14 mega-pixel CCD sensor
- 3-inch LCD screen with 460,000 dots
- TTL Hot shoe flash
- Additional zoom lever (side lever)
- ISO 100- 6400*
- 720p HD movie capture
- Li-ion battery delivering up to 300 shots per charge

* ISO3200/6400 is effective in S mode.

FinePix SL240 & SL300

Number of effective pixels	14.0 million pixels
Image sensor	1/ 2.3-inch CCD with primary colour filter
Storage media	Internal memory (none) SD/SDHC/SDXC memory card
File format (still image)	JPEG (Exif Ver 2.3) / (Design rule for Camera File system compliant / DPOF-compatible)
(movie)	AVI (Motion JPEG)
Number of recorded pixels	L:<4:3>4288x3216/<3:2>4288x2864/<16:9>4288x2416 M:<4:3>3072x2304/<3:2>3072x2048/<16:9>3072x1728 S:<4:3>2048x1536/<3:2>2048x1360/<16:9>1920x1080

Lens	SL240:Fujinon 24 x optical zoom lens SL300:Fujinon 30 x optical zoom lens
focal length	SL240 f=4.3mm~103.2mm, equivalent to 24- 576mm on a 35 mm camera SL300 f=4.3mm~129.0mm, equivalent to 24- 720mm on a 35 mm camera
full-aperture	F3.1(Wide) - F5.9 (Telephoto)
constitution	11 groups 15 lenses
Digital zoom	SL240:approx. 6.7x (up to approx. 160.8 x, with 24x optical zoom) SL300:approx. 6.7 x (up to approx. 201.0 x, with 30x optical zoom)
Aperture	F3.1/F8(Wide) F5.9/F8/F20(Telephoto)with ND filter
Focus distance (from lens surface)	Normal: Wide: Approx. 40cm to infinity/1.3ft to infinity, Telephoto: Approx. 2.8 m to infinity/ 9.1 ft to infinity Macro: Wide: Approx. 7cm - 3.0m /2.7in.-9.8ft. Telephoto: Approx. 2.0m - 3.0m /6.5ft.-9.8ft Super Macro: Wide: Approx. 2cm- 1.0m /0.8in.- 3.3ft.
Sensitivity	Auto, Equivalent to ISO 64/100/200/400/800/1600/3200*/6400* (Standard Output Sensitivity) * ISO3200/6400 is effective in image size S.
Exposure control	TTL 256-zones metering ; Spot, Multi, Average
Exposure mode	Programmed AE, Shutter Priority AE, Aperture Priority AE, Manual exposure
Shooting modes	SP :Zoom Bracketing, Natural Light & with Flash, Natural Light, Portrait, Baby, Smile, Landscape, Sport, Night, Night (Tripod), Fireworks, Sunset, Snow, Beach, Party, Flower, Text,
(MODE DIAL)	MODE DIAL:SR AUTO, AUTO, P, S, A, M, Custom, Movie, Panorama, SP
Image stabiliser	CCD shift type
Face detection	Yes
Exposure compensation	-2.0EV+2.0EV 1/3EV step
Shutter speed	(Auto mode) 1/4 sec. to 1/2000 sec. , (All other modes) 8 sec. to 1/2000 sec.with mechanical shutter
Continuous shooting (TOP)	TOP-6 max. 1.2 fps; TOP-20 max. 3.3fps; size (M,S) TOP-40 max. 8fps; size (S)

	(LAST)	LAST6: max. 1.2 fps; last 6 frames recorded
	(others)	LONG PERIOD: max. 1.2 fps; maximum number of frames varies with image size and available memory
Auto bracketing		AE Bracketing $\pm 1/3EV, \pm 2/3EV, \pm 1EV$
Focus	(mode)	Single AF/Continuous AF (SR AUTO, Movie)
	(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		Approx. 10 sec./2 sec. Delay
Flash		Auto flash (i-flash)
		Effective range: (ISO AUTO) Normal Wide: approx. 40 cm–7.0 m/1.3 ft.–22.9 ft., Telephoto: approx. 2.5 m–3.6 m/8.2 ft.–11.8 ft. Macro Wide: approx. 30 cm–3.0 m/1 ft.–9.8 ft., Telephoto: approx. 2.0 m–3.0 m/6.5 ft.–9.8 ft.
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		0.2-inch, approx. 200,000 dots, colour LCD viewfinder approx. 97% coverage
LCD monitor		3.0-inch, approx. 460,000 dots, TFT colour LCD monitor, approx. 97% coverage
Movie recording		1280 x 720 pixels / 640 x 480 pixels / 320 x 240 pixels (30 frames /sec.) with monaural sound. Optical zoom function can be used.
Photography functions		SR AUTO, Instant zoom, Face Detection, Auto red-eye removal, Framing guideline, blink detection, Frame No. memory, Histogram display, motion panorama, Face recognition, 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)	NTSC/PAL selectable with monaural sound
	(Digital interface)	USB 2.0 High-Speed
	(HDMI output)	HDMI Mini connector
Power supply		Li-ion battery NP-85 (included)
Dimensions		122.0 (W) x 93.0 (H) x 100.0 (D) mm / 4.8(W)x3.6(H)x3.9(D)in.
Weight		Approx. 510 g / 17.9 oz. (including batteries and memory card)
		Approx. 470 g / 16.5 oz. (excluding batteries and memory card)
Operating Temperature		0°C-40°C
Operating Humidity		10%-80% (no condensation)
Battery life		Approx. 300frames (AUTO mode)
Accessories included		Li-ion battery NP-85 Battery charger BC-85 Plug adapter Shoulder strap USB-A/V cable Lens cap and Lens cap cord CD-ROM Owner's manual
Optional accessories		Battery charger BC-85 Shoe Mount Flash EF-20

Availability : mid March

Price :

- SL300 : 309€
- SL240 : 279€

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