



Fujifilm FinePix T350: The easy-to-use, affordable, long zoom compact camera

As the latest model in the popular T-series of entry-level long zoom compact cameras the FinePix T350 offers the very latest in Fujifilm's imaging technology and creative features allowing users to get the best images and movies. The FinePix T350 is the perfect camera for traveling or everyday use.

Packed with features

Boasting a Fujinon 10x wide-angle optical zoom lens in a slim and stylish body, the FinePix T350 is ideal for travel or those users simply looking for the versatility of a wide zoom range. The FinePix T350 has a 28-280mm zoom range (35mm equivalent to a camera) which in addition to the long zoom, makes it great for wide-angle shots filled with detail. Inside the camera is 14 megapixel CCD sensor with an ISO range of 100 to 3200*1, enabling the FinePix T350 to continue capturing top-quality shots even in low-light environments. In addition, CCD Shift Image Stabilisation helps eliminate camera shake and keeps pictures sharp, whatever the conditions.

Your best pictures, every time

The FinePix T350 may be small and pocketable, but it's still packed with advanced imaging technology to ensure users always get a fantastic picture or movie of a scene. Features include Fujifilm's extremely popular Motion Panorama mode where users simply press the shutter button, rotate the camera and release the shutter – the FinePix T350 then automatically stitches the images together to create a fantastic panoramic shot, which can easily be printed.

In addition, the FinePix T350 offers Smile & Shoot and Blink Detection modes for the best possible portraits as well as Face Recognition, which ensures that the people who matter the most are always correctly exposed and focused. And for those occasions when users are shooting a wide variety of images, Automatic Scene Recognition technology ensures the optimum camera settings are always deployed for the best images of a given scene or location.

Perfect HD movie capture

The FinePix T350's brilliance doesn't stop with still images as it's been designed to make capturing movies even easier. A dedicated movie recording button starts and stops movie recordings to make movie capture simple and, once the movie footage has been captured in 720p HD, both still images and movies can be reviewed on any HD ready television. The FinePix T350 also has in-camera movie editing features to allow users to edit their movie footage without having to upload to a computer or use complicated movie editing software.

Never miss a shot

As well as improved picture-taking features, the FinePix T350 has also been given additional enhancements over its predecessor, making it even better to use. The Auto Focus speed has been dramatically improved helping users lock onto their subjects in a flash, shutter lag has been reduced and the start-up time shortened, ensuring that the FinePix T350 is always ready.

Further improvements have been made to the 3.0-inch LCD screen, which is now brighter and easier to see. This makes reviewing photos and movies simpler, especially when in bright sunlight. The camera's buttons have been ergonomically placed to make the camera comfortable to hold and operate, with the zoom control located under the users' thumb and the dedicated movie recording button standing out on the camera's reverse.

**1 ISO 3200 is effective in S mode.*

Fujifilm FinePix T350: key features

- Fujinon 10x optical zoom
- 14 megapixel CCD Sensor
- CCD Shift image stabilisation
- ISO 100-3200 *1
- Motion Panorama Mode
- 720p High Definition movie capture
- Dedicated movie recording button
- Improved Start-up/Response times
- The Finepix T350 will be available in black and silver

FinePix T350

Number of effective pixels	14.0million 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> 4608 x 3440 <3:2> 4608 x 3072 <16:9> 4608 x 2592 M <4:3> 3264 x 2448 <16:9> 3072 x 1728 S <4:3> 2304 x 1728 <16:9>1920 x 1080
Lens	Fujinon 10 x optical zoom lens
focal length	f=5.0- 50.0mm, equivalent to 28-280mm on a 35mm camera
full-aperture	F3.4(Wide)-F5.6(Telephoto)
constitution	8 groups 10 lenses

Digital zoom	approx. 7.2 x (up to approx. 72 x, with 10x optical zoom)
Aperture	F3.4/F8.4 (Wide) F5.6/F14 (Telephoto) with ND filter
Focus distance (from lens surface)	Normal : Wide: Approx. 45cm to infinity/1.4ft. to infinity Telephoto: Approx. 2.0m to infinity /6.5 ft. to infinity Macro : Wide: Approx. 3cm - 2.5m /1.1in.-8.2ft. Telephoto: Approx. 90cm - 2.5m/2.9 ft.- 8.2ft.
Sensitivity	Auto, Equivalent to ISO 100/200/400/800/1600/3200* (Standard Output Sensitivity) ※ISO 3200 is effective in S mode.
Exposure control	TTL 256-zones metering
Exposure mode	Programmed AE
Shooting modes	SR AUTO, AUTO, P, Natural Light & with Flash, Natural Light, Portrait, Baby, Smile & Shoot, Landscape, Motion Panorama, Sport, Night, Night (Tripod), Fireworks, Sunset, Snow, Beach, Party, Flower, Text
(MODE DIAL)	-
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-3 max. 1.1fps
(LAST)	-
(others)	-
Auto bracketing	-
Focus (mode)	Single AF/Continuous AF (SR AUTO, Movie)
(type)	TTL contrast AF
(AF frame selection)	centre / Tracking
White balance	Automatic scene recognition Preset: Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light

Self-timer		Approx. 10 sec./2 sec. delay
Flash		Auto flash (i-flash)
		Effective range: (ISO AUTO) Wide: approx. 50cm–4.5 m/1.6ft.–14.7ft Telephoto: approx. 90 cm–2.8 m/2.9ft.–9.1 ft. Macro Wide: approx. 30 cm–80 cm/11.8 in.–2.6 ft. Telephoto: approx. 80 cm–1.2m/2.6 ft.–3.9 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		-
Electronic Viewfinder		-
LCD monitor		3.0-inch, approx. 230,000 dots, TFT colour LCD monitor, approx. 96% coverage
Movie recording		1280 x 720 pixels / 640 x 480 pixels / 320 x 240 pixels (30 frames / sec.) with monaural sound. Zoom function can be used. Sounds will not be recorded during optical zoom operation.
Photography functions		SR AUTO, Face Detection, Auto red-eye removal, Face recognition, Blink detection, Framing guideline, Automatic LCD brightness adjustment, Frame No. memory, Date stamp
Playback functions		Face Detection, Photobook assist, Image search, Erase selected frames, Slide show, Auto red-eye removal, Crop, Resize, Image rotate, Mark for upload, Multi-frame playback (with Microthumbnail), Panorama, Favourite, Movie edit
Other functions		PictBridge, Exif Print, Print Image Matching II 35 languages selection, Time difference, Silent mode
Terminal	{ Video output	NTSC/PAL selectable with monaural sound
	(Digital interface)	USB 2.0 High-Speed
	(HDMI output)	-
Power supply		NP-45A Li-ion battery or NP-45B Li-ion battery (included)
Dimensions		104.2mm(W) x 58.5mm(H) x 28.5mm (D) / 4.1in.(W) x 2.3in.(H) x 1.1(D) (Minimum depth: 19.8mm/ 0.7in.)
Weight		Approx. 159g/ 5.6oz.(including battery and memory card)

	Approx. 142g/ 5.0oz. (excluding battery and memory card)
Operating Temperature	0°C-40°C
Operating Humidity	10%-80% (no condensation)
Battery life	approx. 160 frames (AUTO mode)
Accessories included	Li-ion battery NP-45A or NP-45B AC power adapter USB cable Hand strap CD-ROM Owner's manual
Optional accessories	Li-ion battery NP-45A Battery charger BC-45W AV cable AV-C1 HD Player HDP-L1

Availability : mid March

Price : 139€

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