



Interchangeable lens system camera from FUJIFILM: X-Pro1

Featuring the new X-Trans CMOS sensor™ and an original FUJIFILM X-Mount and Hybrid Multi Viewfinder

FUJIFILM Corporation (President and CEO: Shigetaka Komori) are proud to announce the FUJIFILM X-Pro1, an all-new interchangeable lens camera system. The X-Pro1 features a 16 megapixel APS-C X-Trans CMOS sensor™, a brand new X lens mount, Hybrid Multi Viewfinder and three prime lenses.

Key Features

Setting new standards in image resolution

FUJIFILM have developed a new CMOS sensor called the X-Trans CMOS™. The X-Trans CMOS™ sensor is capable of delivering resolution that is parallel, if not superior, to a full frame sensor.

The new colour filter array paves the way for an ideal sensor that does not need an optical low-pass filter. While the optical low-pass filter is indispensable for the reduction of moiré and false colour generated by conventional sensors, it also degrades resolution. FUJIFILM has developed a new colour filter array that is inspired by the random arrangement of fine film grain, removing the need for an optical low-pass filter to solve moiré and false colour issues. In the array, RGB pixels are arranged in 6x6 pixel sets with high aperiodicity. Increasing the degree of randomness eliminates the fundamental cause of moiré and false colours – a problem that occurs in conventional arrays when shooting stripes and other repeating patterns. The presence of an R, G and B pixel in every vertical and horizontal pixel series minimises the generation of false colours and delivers higher colour reproduction.

EXR Processor Pro – As a result of using a film-inspired array, a more powerful processor is required to process the image signal data. So FUJIFILM have created the EXR Processor Pro. This development will maximise the full potential of the X-Trans CMOS™ sensor and deliver high speed and high precision image processing.

Prime FUJINON XF lenses deliver the highest image quality

Fujinon lenses have long been associated with delivering high quality images, with optics used for both broadcast TV and medium format cameras. Now the expertise borne out of this enviable optical heritage has been put into lenses for the FUJIFILM X-Pro1

Three compact XF Fujinon fast aperture prime lenses will be available at launch. The "XF18mmF2 R", "XF 35mmF1.4 R" and "XF60mmF2.4 R Macro" all offer precise control over depth-of-field and deliver excellent out-of-focus bokeh thanks to the design of the moulded aperture diaphragm blades. The blades are curved to create a circular image at all aperture settings, while the very edges of each blade are meticulously rounded off rather than simply cut off, which delivers a sharper image. In addition, the solid feel of the high-quality metal barrel and detailed exposure setting in 1/3 step increments using the aperture ring fuel your desire to capture more photos with every shot.

FUJIFILM original "X-Mount" maximises lens performance

Specifically designed to maximise the mirror less design of the body the X-Mount has a short flange back distance of just 17.7mm. This means the rear lens elements are as close as possible to the sensor. The wide opening allows the lens to be mounted deeper within the body – up to

7.5mm (approx) from the mount surface – reducing the back focus distance of each lens to the minimum possible, thus achieving high resolution all the way to the edge of the image

Hybrid Multi Viewfinder – seeing is believing

FUJIFILM's revolutionary Hybrid Viewfinder first appeared in the X100. With its ability to instantly switch between an Optical Viewfinder and Electronic Viewfinder the Hybrid Viewfinder has added a new dimension to the pleasure of composing photographs. For the brightest viewing image, and to keep shutter lag to a minimum, users should choose the Optical Viewfinder. Those wanting focus confirmation, exposure information, white balance information and depth of field indicators should switch to Electronic Viewfinder.

The Electronic Viewfinder provides an excellent "Live View" of your composition. This fusion of technologies allows users to enjoy composing their images through a bright viewfinder, but has the option to overlay vital picture taking information should this be required.

Changing between the two viewfinders is simple, thanks to the switch on the front of the X-Pro1 body. When attaching a FUJINON XF-series lens on X-Pro1, both the viewfinder magnification and bright frame size automatically switch to support the lens focal length. Viewfinder magnification switches to 0.37x for the 18mm lens, and to 0.60x when the 35mm or 60mm lens is mounted, letting you compose your shot with the bright, crystal clarity of an optical image. The X-Pro1 also gives you the freedom to manually set a focal distance and switch between viewfinder magnifications.

Cutting-edge technology in a beautiful camera body

The top and base are made from die-cast aluminium alloy which, combined with high quality touches like precise engraving on the top-plate and hand-enamelled lettering on the lenses, underlines the fact that the entire X-Pro1 system is built without compromise.

This eye for detail extends to the shutter speed dial and exposure compensation control that is precision milled from solid metal. Details like the shutter speed dial lock mechanism and the recessed exposure compensation dial are designed to prevent accidental movement of settings. The knurled finish on the sides of the dials feature rows of minutely milled squared pyramids for superb grip and confidence.

"Made in Japan" confirms that every part of the construction has had to meet FUJIFILM's highest standards. The lightweight, precision-milled lens hood (included with the lens) has been exclusively designed and machined from aluminium for the FUJINON XF lens. Its compact size delivers superb light shading performance in a design that perfectly matches X-Pro1 styling.

Diameters of the aperture ring and focus ring of the 3 Fujinon XF-series interchangeable lenses are only slightly larger than the barrel for sleek uniformity of design. Precision machined from metal, the reassuring click of the aperture ring at each setting and the comfortable torque resistance when operating the focus ring enhances the shooting experience.

The X-Pro1's leather-like finish designed for a quality look and durability. The synthetic leather offers resistance to the elements and high durability, while an original manufacturing process produces a texture with the look and feel of authentic leather.

The X-Pro1 has been designed with the photographer's comfort in mind. The natural fit of the eyepiece provides excellent shielding from light leakage. A dioptic adjustment lens can also be attached.

Extending FUJIFILM's photo film legacy

In film cameras, multiple exposures is the unique photographic technique of superimposing one

image on another by double exposing a single frame of film. Through advanced digital processing the X-Pro1 can simulate this technique - just select Multiple Exposure mode and take your first shot. By viewing it in the Hybrid Multi Viewfinder or on the LCD screen, you can see how the finished multiple exposure will look and precisely frame the second shot.

Further enhancements have been made to the Film Simulation modes with the new Professional Colour Negative Film Modes (Pro Neg. Std and Pro Neg. Hi) designed for X-Pro1 users working in the studio. If you'd like to shoot the same scene in a variety of Film Simulation modes, the X-Pro1 offers Film Simulation bracketing, along with AE, Dynamic and ISO bracketing.

FUJIFILM has also included Film Simulation modes, where the X-Pro1 simulates the colours and tonal qualities of popular FUJIFILM emulsions. These include the vibrant colours of Velvia, the softer skin tones of ASTIA and the natural look of PROVIA.

Enhanced Monochrome Expression with Colour Filters - Replicating the effects of monochrome film photography the X-Pro1 lets you use colour filters to expand your photographic interpretation. Heighten contrast with the yellow filter and red filter or brighten greens and deepen reds with the green filter. Just as professional film photographers once selected a filter and printing paper to complement their creative vision, you can easily fine tune image quality with these filters. For those after a more nostalgic theme there's a sepia filter too.

Premium Accessory Lineup

Hand Grip, HG-XPro1 (sold separately) - Giving you more secure and balanced handling of the camera, the X-Pro1 accessory grip smoothly moulds to the lines of the camera body for a uniform look. The grip helps balance the weight of the camera body, allowing for a more comfortable hold.

Shoe Mount Flash EF-X20 (sold separately) - Being designed to match X-Pro1's distinctive styling. One dial lets you choose between two modes: AUTO - automatically optimises flash for both outdoor daylight and dark indoor shots; MANUAL - for hands-on control. In addition, the built-in flash diffuser has an easy one-touch operation to soften harsh flash effects.

Leather Case LC-XPro1 (sold separately)* - Beautifully moulded to protect the X-Pro1, the leather case is designed to allow fast access for easy shooting. Attention has been given to every detail, from the colour and spacing of the stitches to the adoption of a hidden magnet rather than a snap for closing the case. The premium case is completed by the inclusion of the authentic leather neck-strap and hood case.

Protector Filter ϕ 39mm and Protector Filter ϕ 52mm - a protection filter with high transmissivity without affecting the visible light. The Super EBC (Electron Beam Coating) of these will control harmful borrowed light effectively. The frame of the filter has a semi-gloss black coating matching the high-quality design. The inner side of the filter has a matt black coating that prevents reflections affecting image quality.

* Case not suitable for FUJINON XF60mm lens

Full Specification - X-Pro1– subject to change

Model Name	Fujifilm X-Pro1
Number of effective pixels	16.3 million pixels
Image sensor	23.6mm×15.6mm (APS-C) X-Trans CMOS with primary colour filter
Sensor Cleaning system	Ultra Sonic Vibration
Storage media	SD memory card / SDHC memory card / SDXC(UHS-I) memory card *1
File format (still image)	JPEG (Exif Ver 2.3 *2), RAW (RAF format), RAW+JPEG (Design rule for Camera File system compliant / DPOF-compatible)
(movie)	H.264 (MOV) with Stereo sound
Number of recorded pixels	L : <3:2>4896 x 3264 <16:9>4896 x 2760 <1:1>3264 x 3264 M : <3:2>3456 x 2304 <16:9>3456 x 1944 <1:1>2304 x 2304 S : <3:2>2496 x 1664 <16:9>2496 x 1408 <1:1>1664 x 1664 < Motion Panorama > L Vertical : 7680 x 2160 Horizontal : 7680 x 1440 M Vertical : 5120 x 2160 Horizontal : 5120 x 1440
Lens mount	FUJIFILM X mount
Compatible Interchangeable lens	<ul style="list-style-type: none">• FUJINON LENS XF18mmF2 R• FUJINON LENS XF35mmF1.4 R• FUJINON LENS XF60mmF2.4 R Macro
Sensitivity	Equivalent to ISO 200 - 6400 (Standard Output Sensitivity) AUTO mode : AUTO(400)/AUTO(800)/AUTO(1600)/AUTO(3200) Extended output sensitivity equivalent ISO 100, 12800 and 25600
Exposure control	TTL 256-zones metering, Multi / Spot / Average
Exposure mode	Programmed AE, Shutter priority AE, Aperture priority AE, Manual exposure
Exposure compensation	-2.0EV - +2.0EV, increment with 1/3EV step
Shutter control	Focal Plane Shutter
Shutter speed (with mechanical shutter)	(P mode) 1/4 sec. to 1/4000 sec., (All other modes) 30 sec. to 1/4000 sec. Bulb (max.60min.) Time 2 to 30 sec Synchronized Shutter speed for flash : 1/180 sec or slower 1/180 sec can be automatically set at some shooting condition on P mode or A mode. 1/160 sec or slower (S mode or M mode)
Continuous shooting	Max 6 / 3 fps selectable
Auto bracketing	AE Bracketing (±1/3EV, ±2/3EV, ±1EV)

	Film Simulation Bracketing (Any 3 type of film simulation selectable) Dynamic Range Bracketing (100%, 200%, 400%) ISO sensitivity Bracketing ($\pm 1/3EV$, $\pm 2/3EV$, $\pm 1EV$)
Focus (mode)	Single AF / Continuous AF/MF Distance Indicator
(type)	TTL contrast AF, AF assist illuminator available
(AF frame selection)	Area (EVF/LCD : 49 areas with 7 x 7、OVF : 25 areas with 5 x 5) / Multi * changeable size of AF frame: among 5 type
White balance	Automatic scene recognition Custom, colour temperature selection (K) Preset: Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light, underwater
Film Simulation mode	10 type (PROVIA/STANDARD, Velvia/VIVID, ASTIA/SOFT, PRO Neg Hi, PRO Neg. Std, MONOCHROME, MONOCHROME+Ye FILTER, MONOCHROME+R FILTER, MONOCHROME+G FILTER, SEPIA)
Dynamic range setting	AUTO (100-400%)、100%、200%、400%
Self-timer	Approx. 10sec. / 2sec. Delay
Flash modes	Hot shoe with TTL contacts; sync terminal Red-eye removal OFF: Auto, Forced Flash, Suppressed Flash, Slow Synchro. Rear-curtain Synchro, Red-eye removal ON: Red-eye Reduction Auto, Red-eye Reduction & Forced Flash, Suppressed Flash, Red-eye Reduction & Slow Synchro. Red-eye Reduction & Rear-curtain Synchro
Hot shoe	Yes (dedicated TTL Flash compatible)
Viewfinder	Hybrid Multi Viewfinder Optical viewfinder Reverse Galilean viewfinder with electronic bright frame display Magnifications : 0.37x / 0.6x Coverage of frame area v.s. capturing area : approx. 90% Electronic viewfinder 0.47-in., approx.1,440,000-dots colour LCD viewfinder Coverage of viewing area v.s capturing area : approx. 100% Eye sensor installed Eye point : approx. 14 mm
LCD monitor	3.0-inch RGBW (White) LCD monitor, approx. 1,230,000dots, (Approx. 100% coverage)
Movie recording	1920x1080 pixels, 1280 x 720 pixels (24frames / sec.) with stereo sound Individual movies cannot exceed 29 minutes in length.
Photography functions	Select custom setting, Motion panorama, colour space, colour (Saturation), sharpness, Dynamic range, Film simulation, Gradation, Auto red-eye removal, Framing guideline, Frame No. memory, Histogram display, Preview depth of focus, Focus check, Electronic level, Multiple exposure, Date input, Fn button setting (RAW, Movie, etc)
Playback functions	RAW conversing, Image rotate, Red-eye reduction, Photobook assist, Erase selected frames, image search, Multi-frame playback (with micro thumbnail), Slide show, Mark for upload, Protect, Crop, Resize, Panorama, Favourites

Other functions	PictBridge, Exif Print, Languages selection, Time difference, Quick start mode, Power save mode, Silent mode
Terminal (Video output) (Digital interface) (HD output)	— USB 2.0 High-Speed HDMI mini connector
Power supply	NP-W126 Li-ion battery (included)
Dimensions	139.5 (W) mm x 81.8 (H) mm x 42.5(D) mm / 5.5in.(W) x 3.2in. (H) x 1.7 in. (D) (Minimum depth: 34.1 mm/ 1.3 in.)
Weight	Approx. 450g / 15.9 oz. (including battery) and memory card Approx. 400 g /14.1 oz. (excluding accessories, battery and memory card)
Operating Temperature	0°C - 40°C
Operating Humidity	10 - 80% (no condensation)
Battery life	approx 300 frames
Starting up period	Approx. 0.5 sec. (Approx 1.0 sec, when QUICK START mode and Power save mode is set to OFF) * evaluated by FUJIFILM method
Accessories included	Li-ion Battery NP-W126 Battery Charger BC-W126 Shoulder strap USB cable Body cap Metal strap clip Protective cover Clip attaching tool CD-ROM (Viewer software, RAW File Converter etc. *3) Owner's manual
Optional accessories	Li-ion battery NP-W126 Battery charger BC-W126 Shoe Mount Flash EF-20、EF-42、EF-X20 Interchangeable lens FUJINON LENS XF18mmF2 R Interchangeable lens FUJINON LENS XF35mmF1.4 R Interchangeable lens FUJINON LENS XF60mmF2.4 R Macro Protector Filter PRF-52 52mmΦ Protector Filter PRF-39 39mmΦ Hand Grip HG-XPro1 Leather Case LC-XPro1 * The lens of focal length at 35mm or less can be placed in this leather case with the camera X-Pro 1.

*1 Please see the Fujifilm website to check memory card compatibility.

*2 Exif 2.3 is a digital camera file format that contains a variety of shooting information for optimal printing.

*3 OS compatibility

Viewer software : Windows7/Vista/XP, Mac OS X 10.3.9-10.6
RAW File Converter : Windows7/Vista/XP, Mac OS X 10.3.9-10.7

Full Specification – Lenses x 3 – subject to change

Type	XF18mmF2 R	XF35mmF1.4 R	XF60mmF2.4 R Macro
Lens construction	8 elements in 7 groups (includes 2 aspherical elements)	8 elements in 6 groups (includes 1 aspherical element)	10 elements in 8 groups (includes 1 aspherical and 1 abnormal dispersion element)
Focal length	f=18mm	f=35mm	f=60mm
(35mm format equiv)	(27mm)	(53mm)	(91mm)
Angle of view	76.5°	44.2°	26.6°
Max. aperture	F2.0	F1.4	F2.4
Min. aperture	F16	F16	F22
Aperture control			
Number of blades	7 (rounded diaphragm opening)	7 (rounded diaphragm opening)	9(rounded diaphragm opening)
Stop size	1/3 EV (19 stops)	1/3EV (22 stops)	1/3EV (20 stops)
Focus range	Approx. 18cm - ∞	Approx. 28cm - ∞	Approx. 26.7cm - ∞
Max. magnification	0.14x	0.17x	0.5x
External dimensions	φ64.5mm x 40.6mm	φ65.0mm x 54.9mm	φ64.1mm x 70.9mm
Weight	Approx. 116g	Approx. 187g	Approx. 215g
(excluding caps and hoods)			
Filter size	φ52mm	φ52mm	φ39mm

Price :

- **Body : 1645€**
- **18mm lens : 568€**
- **35mm lens : 568€**
- **60mm lens : 615€**

For more information : info_feb@fujifilm.eu

Specifications are subject to change