



## Fujifilm FinePix XP150: Ultimate compact for the most demanding shooting conditions

With the launch of the FinePix XP150, Fujifilm will introduce a camera that redefines the new standard for all-weather digital compacts.

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Building on the success of previous XP models, the FinePix XP150 is the ultimate camera for anyone who lives for the great outdoors and wants to be able to document their exploits every step of the way. Whether climbing mountains or diving oceans the FinePix XP150 has what it takes to deliver high quality stills and movies whatever the conditions.

### **Built to last**

With a solid build, a rubberised coating and riveted metal handgrip the XP150 is the toughest FinePix yet. Underwater photographers can dive twice as deep with a FinePix XP150 compared to the existing FinePix XP30, which means they can keep on shooting to depths of 10m.

Walkers, climbers and mountain bikers, meanwhile, will benefit from the camera's increased shock proofing capabilities allowing the camera to survive a drop from up to 2m. And if you like to shoot in the coldest of climates, the FinePix XP150 will keep functioning all the way down to – 10°C. Dust and sand are no match for the camera either, thanks to its extensive weather seals in all the important places. What's more, the zoom lens comes with a water repellent coating to prevent water droplets spoiling your shots and even the battery/memory slot cover comes with a new double lock design for ultimate protection from the elements. In short, whatever your active lifestyle throws at the FinePix XP150, it'll keep on coming back for more.

### **Advanced GPS functionality**

Thanks to the FinePix XP150's new high sensitivity GPS antenna it's now quicker and easier to pinpoint your location, no matter where you are in the world. And if you're moving around and taking pictures, the FinePix XP150 will even track your movements and show the route on the LCD. Alternatively, you can create a pictorial map of the locations you've visited using the bundled My FinePix Studio software and your PC.

The GPS functionality doesn't end there. With an electronic compass and Photo Navigation functions, users can ascertain the direction in which they're shooting, their altitude and the direction and distance to a previous location. The latter is an easy way to find your way back to a photogenic location, or a wonderful beach or even a great restaurant!

### **Great pictures made easy**

The FinePix XP150 isn't just built to take the most extremes of what life can throw at it. The FinePix XP150 is also a high quality picture-taking machine that is designed to deliver superb results time after time.

And that process starts before you've even pressed the shutter release, with improved start up and focusing times over previous FinePix XP models ensuring that you'll never miss a shot. The 2.7-inch LCD is also now brighter than previous models and has an anti-reflection coating that makes it easy to compose images, even when you're in bright sunshine.

Image quality is assured thanks to the 14-megapixel CMOS sensor and 5x optical zoom lens that provides a focal range of 28-140mm (35mm equivalent) for a wide variety of shots. The FinePix XP150 also offers CMOS sensor shift image stabilisation to reduce camera shake and has a wide ISO range from 100 to 3200. Couple this to a wide range of shooting modes plus continuous shooting at up to an impressive 10fps and you'll soon realise what a tough customer the FinePix XP150 is. But the camera will also appeal to budding movie makers by offering Full 1080p HD movie capture at 30fps and an underwater movie function to capture life under the waves in superb quality. Watching back on an HD ready TV is simple too, thanks to the micro HDMI connection that allows a quick, simple hook-up for instant reviews.

### Long lasting performance

As FinePix XP150 owners aren't likely to be the sort of people who are within easy reach of mains electricity, the camera is fitted with an NP-50A rechargeable battery enabling approximately 300 pictures per charge.

The XP150 will be available in : black.

### Fujifilm FinePix XP150: key features

- 14.4 megapixel CMOS sensor
- 5x optical zoom (28-140mm equivalent to a 35mm camera) with water repellent coating
- Waterproof to 10m
- Shockproof to 2m
- Freezeproof to -10°C
- Dust/sandproof
- High sensitivity GPS with electronic compass and tracking \*
- Full HD movie capture and underwater movie mode
- Improved 2.7-inch LCD with anti-reflection coating

#### FinePix XP150

Number of effective pixels	14.4 million pixels
Image sensor	1/ 2.3-inch CMOS with primary colour filter
Storage media	Internal memory approx. 47MB SD/SDHC/SDXC memory card
File format (still image)	JPEG (Exif Ver 2.3) / (Design rule for Camera File system compliant / DPOF-compatible)
(movie)	H.264(MOV)
Number of recorded pixels	L <4:3>4320 x 3240 <3:2>4608x3072 <16:9>4320 x 2432 M <4:3>3072 x 2304 <16:9>3072x1728 S <4:3>2048 x 1536 <16:9>1920 x 1080
Lens	Fujinon 5 x optical zoom lens
focal length	f=5.0mm - 25.0mm, equivalent to 28-140mm on a 35mm camera
full-aperture	F3.9(Wide)- F4.9(Telephoto)

constitution	11 groups 13 lenses
Digital zoom	approx. 6.8 × (up to approx. 34 ×, with 5x optical zoom)
Aperture	F3.9/F6.2 (Wide) F4.9/F8 (Telephoto)
Focus distance (from lens surface)	Normal: Wide: Approx. 60cm to infinity/2.0 ft to infinity Telephoto: Approx. 1.0m to infinity/3.3 ft to infinity Macro: Wide: Approx. 9cm - 80cm / 3.5 in. - 2.6 f t . Telephoto: Approx. 40cm - 80cm/1.3 ft - 2.6ft.
Sensitivity	Auto、ISO 100/200/400/800/1600/3200(Standard Output Sensitivity)
Exposure control	TTL 256-zones metering
Exposure mode	Programmed AE
Shooting modes	SR AUTO, AUTO, P, Pro low-light, Dynamic range, Natural Light& with Flash, Natural Light, Portrait, Portrait enhancer, Landscape, Sport, Night, Night (Tripod), Sunset, Snow, Beach, Under water, Under water (Wide), Under water (Macro), Party, Flower, Text, Motion panorama360
(MODE DIAL)	—
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 1/2000 sec. (All other modes) 4 sec. to 1/2000 sec.
Continuous shooting (TOP)	L:TOP max 12 frames (3 frames/sec.) M:TOP max 12 frames (5 frames/sec.) H:TOP max 12 frames (10 frames/sec.)
(LAST)	L:LAST max 12 frames (3 frames/sec.) M:LAST max 12 frames (5 frames/sec.) H:LAST max 12 frames (10 frames/sec.)
(others)	—
Auto bracketing	—
Focus (mode)	Single AF/Continuous AF (SR AUTO)
(type)	TTL contrast AF
(AF frame selection)	centre/Tracking

White balance		Automatic scene recognition Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light
Self-timer		approx. 10 sec./2 sec. delay, Couple Timer, Group Timer
Flash		Auto flash (i-flash)  Effective range: (ISO AUTO): Wide: approx. 70cm - 3.1m /2.3 ft.-10.2 ft. Telephoto: approx.70cm - 2.7m /2.3ft. - 8.9ft Macro: approx. 30cm - 80cm / 1ft. - 2.6ft
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		2.7-inch, approx. 230,000 dots, TFT colour LCD monitor, approx. 96 % coverage
Movie recording		1920 x 1080 pixels / 1280 x 720 pixels / 640 x 480 pixels (30 frames / sec.) with monaural sound. Zoom function can be used.
Photography functions		SR AUTO, Face Detection, Auto Red-eye removal, Framing guide, Automatic LCD brightness adjustment, Frame No. memory, GPS, Motion panorama360, High Speed movie(80/160/240 fps), Date stamp,
Playback functions		Face Detection, Photobook assist, Image Search, Erase selected frames, Slide show, Auto red-eye removal, Protect, Crop, Resize, Image rotate, Mark for upload, Multi-frame playback (with microthumbnail), Favourite, Location info , Photo navigation, Auto time correction, Display tracking data, Panorama, Movie edit,
Other functions		PictBridge, Exif Print, 35 languages selection, Time difference, Silent mode Dust proof: IP6X Water proof: IPX8 (up to 10m, within 120min.) Anti-shock: Method;MIL-STD-810F-516.5 Fuji's standard;2.0m
Terminal	{ Video output)	NTSC/PAL selectable
	(Digital interface)	USB 2.0 High-Speed
	( HDMI output)	HDMI Micro connector
Power supply		Li-ion battery NP-50A (included)
Dimensions		102.7mm (W) ×71.3mm (H) ×27.4mm (D)/ 4.0 in. (W) × 2.8 in. (H) ×1.0in. (D) *excluding projections

Weight	XP100/XP110 : approx.195g /6.8oz. (including battery and memory card) XP150/XP160 : approx.205g /7.2oz. (including battery and memory card)
Operating Temperature	-10°C-40°C
Operating Humidity	10%-80% (no condensation)
Battery life	approx. 300 frames (AUTO mode)
Accessories included	Li-ion battery NP-50A Battery charger BC-50A Plug adapter USB cable Hand strap CD-ROM Owner's manual
Optional accessories	Li-ion battery NP-50 Battery charger BC-50A AV cable AV-C1

**Availability :** mid March

**Price :** 279€

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