



Fujifilm FinePix XP50: Takes everything life can throw at it

The FinePix XP50 is the latest model in the XP series of all-weather compact cameras and follows on from the popular FinePix XP30.

The XP50 offers better image quality for both stills and movie capture, an LCD screen with improved visibility and a body with ergonomic styling for no loss of grip, even when wet. Plus, with a 14.4 megapixel CMOS sensor optimised for rapid response times – the FinePix XP50 is ideal for all-action photography on land or sea.

Built to last

Like its predecessor, the FinePix XP50 is outstandingly durable. It's waterproof to a depth of 5m and can capture both movies and still images underwater. The camera's casing will withstand shocks or drops from a height of 1.5m and cold environments, withstanding temperatures down to -10°C. Dust is also brushed aside as all of the camera's access points are specially sealed for ultimate protection.

Unlike many 'tough' products, maximum durability doesn't lead to a compromise in image quality. The FinePix XP50 boasts a 14 megapixel CMOS sensor and a new image processor for impressive pictures. With ISO sensitivity up to 3200 and CMOS Shift Image Stabilization users' shots remain crisp and sharply focused, even when capturing pictures in low-light environments. Plus, the FinePix XP50 also has a micro HDMI output to connect the camera to an HD ready TV to see both images and movie in High Definition.

Never miss a shot again

In addition to the premium image quality offered by the FinePix XP50's sensor and processor, the camera's lens system will support users in their pursuit of the holiday photos.

A 5x wide-angle Fujinon optical zoom lens (28-140mm equivalent to a 35mm camera) gives plenty of picture taking versatility, plus the 9cm minimum focus distance lets photographers fill the frame with detail and vibrant colour.

And it's not just the camera's tough casing that's built to survive: the lens also has a special water repellent coating to help minimize water droplets that can obscure or blur images.

In addition to high-resolution 14 megapixel stills, the FinePix XP50 can capture 1080p HD movies at 30fps for super smooth playback with the new processor helping to minimize distortion. Want to pack more into a single picture? The FinePix XP50 also has Fujifilm's Motion Panorama 360 mode, which automatically stitches together individual images captured in a single sweep across a scene to create one panoramic picture. The user can choose to capture still images continuously at a rate of up to 10fps to ensure that every moment is recorded in detail.

Ready for action

As well as the camera's durability, several other features make the FinePix XP50 the perfect partner for action-filled adventures or extreme holidays. On the back of the camera, the super-bright 2.7-inch LCD is easy to view even on a sunlit beach. In addition to the improved brightness levels a unique Anti Reflection Coating protects the LCD screen to reduce distracting reflections. A double lock on the access hatch keeps the memory card, battery, USB and mini HDMI cable connection ports safely protected from water, dust or dirt.

Available in black, blue, orange and silver, the FinePix XP50's exterior has also been updated for both a more stylish appearance and an improved, easy to hold surface that make it easy for users to maintain control over the camera's features even when both the camera and user are underwater.

Key features

- 14 megapixel CMOS sensor
- 5x optical Fujinon lens (28-140mm equivalent to a 35mm camera)
- Waterproof to a depth of 5m
- Shockproof to height of 1.5m
- Freezeproof to -10°C
- Dust/sandproof
- Waterproof access port with double locks
- CMOS Shift Image Stabilisation
- 1080p HD movie capture
- Motion Panorama 360
- Super-bright 2.7-inch LCD with Anti Reflection Coating
- Improved styling and ergonomic design

FinePix XP50

Number of effective pixels	14.4 million pixels
Image sensor	1/ 2.3-inch CMOS with primary colour filter
Storage media	Internal memory (approx. 95MB) 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>4320x3240 <3:2>4608x3072 <16:9>4320x2432 M <4:3>3072x2304 <16:9>3072x1728 S <4:3>2048x1536 <16:9>1920x1080
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 x (up to approx. 34 x, with 5x optical zoom)
Aperture	F3.9/F6.2 (Wide) F4.9/F8 (Telephoto)
Focus distance	Normal : Wide: Approx. 60cm to infinity/2.0 ft to infinity

(from lens surface)		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, 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, Crop, Resize, Image rotate, Mark for upload, Multi-frame playback (with microthumbnail), Favourite, Panorama, Movie edit,
Other functions		PictBridge, Exif Print, 35 languages selection, Time difference, Silent mode Dust proof: IP6X Water proof: IPX8 (up to 5m, within 120min.) Anti-shock: Method;MIL-STD-810F-516.5 Fuji's standard;1.5m
Terminal	{ Video output)	NTSC/PAL selectable
	(Digital interface)	USB 2.0 High-Speed
	(HDMI output)	HDMI Micro connector
Power supply		Li-ion battery NP-45A (included)
Dimensions		99.0mm (W) x67.7mm (H) x25.6mm (D)/ 3.8 in. (W) x 2.6 in. (H) x1.0in. (D) *excluding projections
Weight		approx.175g /6.1oz. (including battery and memory card) approx.155g /5.4oz. (excluding battery and memory card)
Operating Temperature		-10°C - 40°C
Operating Humidity		10% - 80% (no condensation)
Battery life		approx. 220 frames (AUTO mode)

Accessories included

Li-ion battery NP-45A
Battery charger BC-45B
USB cable
Hand strap
CD-ROM
Owner's manual

Optional accessories

Li-ion battery NP-45A
Battery charger BC-45W
AV cable AV-C1

Availability : mid March

Price : 199€

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