



## Fujifilm FinePix Z110: Perfect camera for the style conscious snapper

The FinePix Z110 is the perfect camera for young, style-conscious, individuals that love taking pictures and videos of their friends and family.

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The FinePix Z110 has a 14.1 megapixel CCD sensor, a 5x Fujinon optical zoom lens and a host of innovative functions on board, so it'll deliver great results whatever the conditions.

### **Premium image quality**

The FinePix Z110 is perfectly designed for taking stunning portraits of friends and family, with unique imaging technology to lend a helping hand in the makeover process. Next to the FinePix Z110's lens is a Frame Assist Mirror that's curved to show the entirety of a scene and assist composition when the camera's held at arms length for shooting a self-portrait or group shot. To help further, Face Detection will ensure that everyone in the shot is sharp and perfectly exposed. Plus, after an image has been taken, users can choose to apply the FinePix Face Retouching function, which helps to improve the subject's appearance – always picture perfect.

### **Great pictures after dark**

Sometimes it's hard to get a good shot when light is limited. With the FinePix Z110 in hand, however, users can take their best ever party pictures, thanks to the camera's dedicated Night Out mode that enables the capture of clear, sharp pictures with full detail.

Night Out mode has been optimised to work most effectively at a distance of approximately 2m from the subject. The FinePix Z110's Intelligent Flash technology provides the correct amount of illumination and with a maximum sensitivity of ISO 3200 users can turn up the camera's capability for those times when they don't want to fire the flash.

In addition, the FinePix Z110 has Digital Image Stabilisation built-in, which reduces the effect of camera shake or subject movement for the very best results.

### **Supermodel styling**

The FinePix Z110 is also a camera that users will enjoy showing off. The sleek all-metal casing slides open at the front to activate the camera and to reveal the premium-quality Fujinon lens. What's more, the camera's large 2.7-inch LCD screen allows users to compose and review images in detail, while the sleek and easy-to-use buttons enable swift control of the camera. The buttons are also illuminated, with a cool and contemporary blue LED light, for easy operation even in the dark.

### **Creative captures**

Artistic individuals can go beyond still images with the FinePix Z110's Motion Panorama mode and 720p HD movie capture. The Motion Panorama mode automatically stitches together pictures to create seamless, detail-filled panoramic images and is ideal for shooting holiday destinations or recording wide shots of action-packed parties.

For capturing movies, the FinePix Z110 has a dedicated button to start and finish movie recording so users don't have to flick through the camera's menus to begin creating short films. And thanks

to the 14.1 mega-pixel sensor's 720p HD movie capture, users can watch their creations in full quality on their HD ready TV, so the whole family can share the memories.

### Easy pictures, every time

The FinePix Z110 also offers SR Auto mode that automatically assesses a scene and applies different settings to optimise the resulting images. Up to six different scenes can be detected: Portrait, Backlit Portrait, Macro, Landscape, Night Portrait and Night.

The FinePix Z110 will be available in white and black

### Fujifilm FinePix Z110: key features

- 14.1 megapixel CCD sensor
- 5x optical Fujinon zoom lens
- Six colours, new stylish design
- Frame Assist Mirror
- Face Retouch mode
- Night Out mode
- 2.7-inch LCD screen
- Motion Panorama mode
- 720p HD movie capture
- ISO 100-3200
- Digital Image Stabilisation

### FinePix Z110

Number of effective pixels	14.1 million pixels
Image sensor	1/ 2.3-inch CCD with primary colour filter
Storage media	Internal memory (approx. 29MB) 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>4320 x 3240 <3:2> 4320x2880 <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 x (up to approx. 34 x, with 5x optical zoom)

Aperture	F3.9/F12.4 (Wide) F4.9/F16.0 (Telephoto) with ND filter
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、ISO100/200/400/800/1600/3200 (Standard Output Sensitivity)
Exposure control	TTL 256-zones metering
Exposure mode	Programmed AE
Shooting modes	SR AUTO, AUTO, Program, Natural Light & with Flash, Natural Light, Portrait, Portrait enhancer, Landscape, Motion panorama, Sport, Night, Night (Tripod), Night out, Sunset, Snow, Beach, Party, Flower, Text, Self portrait
(MODE DIAL)	—
Image stabiliser	Digital Image Stabilisation
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)	TOP-3 max. 0.8fps
(LAST)	—
(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 wide, approx. 230,000 dots, TFT colour LCD monitor, Touch, approx. 96 % coverage, aspect ratio 16:9
Movie recording		1280 x 720 pixels / 640 x 480 pixels 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, 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, Dual image display, Favourite, Panorama, Movie edit,
Other functions		PictBridge, Exif Print, 35 languages selection, Time difference, Silent mode
Terminal	{ Video output	NTSC/PAL selectable
	(Digital interface)	USB 2.0 High-Speed
	( HDMI output)	—
Power supply		Li-ion battery NP-45A (included)
Dimensions		96.8mm(W) × 58.2mm(H) × 19.5mm (D) /3.8(W) × 2.2(H) × 0.7(D)in. *excluding projections
Weight		approx.145g /5.1oz. (including battery and memory card)  approx.130g /4.5oz. (excluding battery and memory card)
Operating Temperature		0°C—40°C
Operating Humidity		10%—80% (no condensation)
Battery life		approx. 220 frames (AUTO mode)

Accessories included

Li-ion battery NP-45A  
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€

**For more information :** [info\\_feb@fujifilm.eu](mailto:info_feb@fujifilm.eu)