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## **Fujifilm's FinePix S100FS crowned EISA Award as "European Super Zoom Camera of the Year 2008-2009"**

Fujifilm Corporation (President and CEO: Shigetaka Komori) is delighted to announce that the TIPA award-winning FinePix S100FS bridge camera has been bestowed the 'European Superzoom Camera of the Year 2008-2009' Award by judges at the esteemed European Imaging and Sound Association (EISA), the largest editorial multimedia organization in Europe.

EISA judges were particularly impressed with the amount of technology offered at such a competitive price point. Commenting about the award, the EISA jury said: "The Fujifilm FinePix S100FS is a true alternative to a DSLR camera fitted with a super zoom lens. Though hardly a compact camera, it sports a relatively compact and fast wide angle to super-telephoto 14.3x zoom lens of very high quality. The relatively large 11-million-pixel Super CCD imaging sensor delivers great quality pictures even in less-than-ideal lighting conditions and the tiltable LCD allows more interesting angles of view. As a serious travel camera it has few rivals, and the price makes it affordable for any enthusiast."

Highlight features of the FinePix S100FS

### 1. Film Simulation mode

Fujifilm's unique Film Simulation modes (FS), which the award-winning FinePix S5Pro had featured, allow photographers to select the ideal "film" mode for the scene with a choice of four modes that optimise for portraiture, low-contrast (Soft), vibrant colours (Velvia), or general use (Provia). Only Fujifilm has developed its camera technology from its photographic heritage in film, which allows

the FinePix S100FS to capture subtle changes in tone and colour reproduction and provide the photographer the widest latitude for the ultimate creative expression.

## 2. Dynamic Range

The FinePix S100FS has an extended dynamic range (100%, 200%, 400%) similar to that of negative film thanks to the newly developed low-noise 2/3-inch 11.1 Megapixel Super CCD VIII HR and the new RP Processor III. This unique technology preserves subtle highlights and shadow tones and prevents harsh clipping whatever the subject.

## 3. High Quality Image Processing and Lens

Super CCD VIII HR and the RP Processor III realize 11.1 Megapixel resolution and Ultra high sensitivity up to ISO10000 (3M). The FinePix S100FS delivers high resolution images with less noise than comparable cameras at similar ISOs.

An exceptional 28-400mm Fujinon lens with optical image stabilization gives photographers full photographic control.