



## Media Release

7 September 2017

### **FUJIFILM announces new FUJINON GF45mmF2.8 R WR lens + Firmware + FUJIFILM X RAW STUDIO + G Mount lens roadmap**

*The FUJINON GF45mmF2.8 R WR is a versatile wide-angle lens ideal for street and documentary photography. It is the latest addition to FUJIFILM's GF lens series line-up.*

- FUJIFILM has announced the new FUJINON GF45mmF2.8 R WR wide angle lens as the sixth addition to its rapidly expanding GF lens series.
- New firmware updates for the GFX 50S will be available in late November 2017.
- FUJIFILM has announced the development of a new RAW conversion system, FUJIFILM X RAW STUDIO.
- FUJIFILM unveils its latest G Mount Lens Roadmap.

#### **NEW FUJINON GF45mmF2.8 R WR wide angle lens**

The portable FUJINON GF45mmF2.8 R WR lens is a high performance, professional quality interchangeable lens suitable for FUJIFILM's medium format GFX 50S digital camera. Compact and lightweight at just 490 grams, it is an ideal choice for street and documentary photography. The lens has a focal length equivalent to 36mm (on a 35mm format) and maximum F2.8 aperture.

##### **High resolving power**

As with all FUJINON GF lenses, the GF45mmF2.8 R WR is equipped with high resolving power to support further enhancement of images. With a construction of 8 groups and 11 elements, using one aspherical lens and two ED lenses, the GF45mmF2.8 R WR delivers high image quality and reduced aberrations. By adopting an inner focus system that moves the six lenses, the GF45mmF2.8 R WR provides high quality images while reducing fluctuations of the aberrations caused by the change of shooting distance. Thanks to the Nano GI coating, the lens offers clear depiction performance with reduced ghosting and flare.

##### **Weather and dust resistant**

The GF45mmF2.8 R WR is weather and dust resistant, and can be used in temperatures as low as -10°C. Compact, lightweight and portable, it is an optimal lens for snapshots and documentary photography, as well as shooting natural photos without intimidating subjects.

##### **High operability**

The aperture ring has a C position (command dial mode) on the camera body that allows the lens aperture value to be changed to suit the photographer's preference. A locking mechanism has been added to the A (Auto) and C positions to prevent unintended movements of the aperture dial.

#### **Firmware updates for FUJIFILM GFX 50S**

FUJIFILM has announced that it will be releasing firmware updates in late November 2017 for the GFX 50S medium format mirrorless digital camera.

## FUJINON GF45mmF2.8 R WR lens + Firmware + FUJIFILM X RAW STUDIO + latest G Mount lens roadmap

The free upgrade will provide:

1. Support for the FUJIFILM X RAW STUDIO conversion system which allows the user to connect the camera to a computer via USB cable for developing RAW files in-camera. The FUJIFILM X RAW Studio can be downloaded from the FUJIFILM website for free.
2. Improved radio flash controller usability, allowing users to shoot with compatible third-party studio flash in high speed sync. or TTL mode via their radio controllers.
3. Support for backup / restore of camera settings via FUJIFILM X Acquire. Once the camera is connected to a computer via a USB cable, the FUJIFILM X Acquire allows users to backup / restore camera settings to or from a file. Copying all camera settings from one camera to another is available.
4. Addition of Eye Sensor + LCD Image Display in the View Mode. The update gives the Eye Sensor + LCD Image Display option in the View Mode that allows you to shoot through the viewfinder and check images on the LCD, just as you would with an SLR.
5. ON / OFF for 1/3-step shutter speed adjustment. The update allows you to turn off the Command Dial's function to adjust shutter speed by 1/3 steps in order to prevent unintended adjustments.
6. Addition of Shoot Without Card mode. With the update, you can have the Shoot Without Card mode turned OFF so the camera will not shoot when there is no SD card inserted.
7. Addition of -6 and -7 to EVF's brightness setting. The update will extend the EVF Brightness setting options to -6 and -7 so that even in extremely low light conditions, the brightness of the EVF does not distract you from shooting.

## **FUJIFILM X RAW STUDIO**

FUJIFILM has announced the development of a new RAW conversion system that will be known as FUJIFILM X RAW STUDIO. The system will allow users to quickly and easily convert RAW files with outstanding image quality once a camera is connected to a MAC or PC via USB cable.

Exceptional image quality is retained as the X RAW STUDIO system uses the X Processor Pro in the camera instead of the CPU in the computer. As well as converting RAW images on the computer (Single / Batch process), users will be able to preview converting images, and save, load or copy conversion files. RAW conversion is compatible with a RAW file taken by the same model as the connected camera.

FUJIFILM X RAW STUDIO can be downloaded from the FUJIFILM website for free.

## **FUJIFILM announces its latest G Mount Lens Roadmap**

As part of the latest G Mount Lens Roadmap, FUJIFILM has announced two new additions to the interchangeable lens range for its GFX 50S medium format camera:

**GF250mmF4 R LM OIS WR Telephoto Prime Lens** – a telephoto prime lens with a focal length equivalent to 198mm (on a 35mm format) and maximum F4 aperture, enabling a beautiful bokeh effect for shooting portrait and landscape images.

**GF1.4X TC WR Teleconverter Lens** – a high performance teleconverter capable of multiplying the focal length by 1.4x. Compatible with the GF250mmF4 R LM OIS WR, its focal length is 350mm (equivalent to 277mm on a 35mm format).

Availability and pricing for these new lenses will be announced closer to the launch date.

FUJIFILM Australia National Product and Marketing Manager - Electronic Imaging, Alex Zitser, said FUJINON GF lenses are high quality lenses featuring rich tone reproduction, unique colour reproduction and high resolving power, designed to incorporate Fujifilm's optical technology.

FUJINON GF45mmF2.8 R WR lens + Firmware + FUJIFILM X RAW STUDIO + latest G Mount lens roadmap

“The lenses are designed to the highest standards to allow photographers to create the best images possible.

“With these additional new lenses, the FUJINON GF lens range will expand to a total of eight lenses covering 18mm-277mm (on a 35mm format),” Mr Zitser said.

### Recommended Retail Prices (RRP)

| Product                      | RRP     | Availability |
|------------------------------|---------|--------------|
| FUJINON GF45mmF2.8 R WR lens | \$2,699 | Nov 2017     |

### About FUJIFILM

FUJIFILM is a world leader in imaging, information and document technologies. With a commitment to extensive research and development, FUJIFILM provides a leading edge range of products and services that incorporate proprietary technologies which contribute to the advancement of such fields as culture, science, technology and industry, as well as improved health and environment protection. Ultimately, FUJIFILM’s aim is to help enhance the quality of life for people worldwide.

[www.fujifilm.com.au](http://www.fujifilm.com.au)

### Media Enquiries:

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