



## Media Release

7 September 2017

### **NEW FUJIFILM X-E3 camera + FUJINON XF80mmF2.8 R LM OIS WR Macro Lens + Firmware + FUJIFILM X RAW STUDIO + X Mount lens roadmap**

- FUJIFILM has announced it will be introducing the new X-E3 as the latest addition to its premium range of X Series mirrorless digital cameras.
- FUJIFILM has also expanded its X Series lens line up with the new FUJINON XF80mmF2.8 LM OIS WR Macro Lens.
- New firmware updates will be available in late November and December 2017 for the FUJIFILM X-Pro2, X-T2, X100F and X-T20.
- FUJIFILM has announced the development of a new RAW conversion system, FUJIFILM X RAW STUDIO.
- FUJIFILM unveils its latest X Mount Lens Roadmap.

### **NEW X-E3 rangefinder-style ultra-compact mirrorless camera**

*Rangefinder style ultra-compact mirrorless X Series camera with APS-C 24.3-megapixel X-Trans™<sup>1</sup> CMOS III sensor, X Processor Pro, Bluetooth®<sup>2</sup>*

Complete with its premium exterior design, agility and functional beauty, the new X-E3 incorporates the X-Processor Pro to produce outstanding colour reproduction and high resolution in stills, Full HD and 4K video. Compact and lightweight for portability and practicality, the X-E3 features enhanced connectivity with *Bluetooth®* wireless communication and upgraded intuitive touchscreen operation.

#### **Direct photo upload to smartphones or tablets**

The new X-E3 is the first X Series model to feature *Bluetooth®*<sup>2</sup> low energy wireless communication for easy transfer of images from the camera to a smartphone or tablet, using minimal power.

#### **Outstanding image quality, high speed response and upgraded AF tracking performance**

The X-E3 features a 24.3-megapixel APS-C sized X-Trans™ CMOS III sensor and X-Processor Pro image processing engine for outstanding image quality and high speed response. The X-E3 includes a large phase detection AF area and updated algorithm to deliver a fastest AF speed of 0.06 seconds<sup>3</sup>. The X-E3 also offers 5.0 frames per second live-view shooting, a quick start-up time of 0.4 seconds, a shutter time lag of 0.050 seconds and shooting interval of 0.25 seconds<sup>4</sup>. With its newly developed image recognition algorithm, the X-E3 is able to track moving subjects twice as fast as previous models<sup>5</sup>. In addition, the X-E3 is also able to track moving subjects of half the size as before.

#### **Compact and lightweight body**

The top plate of the new X-E3 camera body features two dials – one for shutter speed and the other for exposure compensation. The aluminium-milled dials have a high-quality appearance and deliver a reassuring click at every notched setting.

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<sup>1</sup> X-Trans is FUJIFILM's trademark and registered trademark.

<sup>2</sup> The *Bluetooth®* word mark and logos are registered trademarks owned by the Bluetooth SIG Inc. and any use of such marks by FUJIFILM Corporation is under license.

<sup>3</sup> FUJIFILM research based on CIPA guidelines using the X-E3 and FUJINON XF16-55mmF2.8 R LM WR lens.

<sup>4</sup> MF mode.

<sup>5</sup> FUJIFILM X Series digital camera models with X-Trans™ CMOS III sensor and X-Processor Pro as of September 2017.

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The exposure compensation dial now has the C position to enable exposure compensation up to  $\pm 5$  stops in 1/3 steps, enhancing its operability. The X-E3 is also equipped with an Auto mode selector lever for selecting the fully automatic Advanced SR Auto mode where the camera chooses the optimum settings for a given scene.

### **Upgraded intuitive touchscreen operation**

The X-E3 LCD monitor uses a high resolution 1.04M dot, 3.0-inch static touchscreen panel display. A range of shooting and playback modes are available, along with touchscreen operation.

FUJIFILM will launch the X-E3 as a kit, complete with a FUJINON XF23mm F2 lens. Premium accessories for the X-E3 include a stylish genuine leather case (BLC-XE3) that allows photographers to change batteries without removing the camera. A Hand Grip (MHG-XE3) is also available to increase the camera's grip. The battery and memory card can be swapped with the grip in place.

### **FUJINON XF80mmF2.8 R LM OIS WR Macro Lens**

This new FUJINON XF lens is the first 1.0x magnification mid-telephoto macro lens for FUJIFILM's X series interchangeable range. The robust XF80mmF2.8 R LM OIS WR Macro Lens features a focal length equivalent to 122mm (on a 35mm format) and maximum aperture of F2.8.

### **High resolving power and beautiful bokeh**

By achieving high resolving power at the focus point and beautiful bokeh, this lens is ideal for shooting flowers and nature photos. When the lens is combined with Fujifilm's unique Film Simulation such as Velvia, stunning close up images can be produced.

With an optical construction of 16 elements in 12 groups, including one aspherical lens, one Super ED lens, and three ED lenses along with a Floating Focus System<sup>6</sup>, this lens is capable of achieving high quality macro shooting.

### **Hand-held shooting**

Thanks to the Optical Image Stabilizer system suppressing shift shake<sup>7</sup>, this lens supports hand-held shooting. The lens also provides a fast and silent Auto Focus system by adopting linear motors. The aperture and focusing rings have been designed to be comfortable and easy to use.

### **Weather and dust resistant**

The XF80mmF2.8 R LM OIS WR Macro Lens is weather and dust resistant and can operate in temperatures as low as  $-10^{\circ}\text{C}$ , making it suitable for a broad range of outdoor shooting conditions. A fluorine coating has also been applied to the front lens element to repel water and dirt, further improving the toughness of the lens.

### **Firmware updates for selected X Series mirrorless digital cameras**

FUJIFILM has announced that it will be releasing firmware updates in late November and December 2017 for the X-Pro2, X-T2, X100F and X-T20 mirrorless digital cameras. The free upgrades 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 (X-Pro2, X-T2, X100F).
2. Improve third party studio flash controller usability (X-Pro-2, X-T2, X100F).

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<sup>6</sup>. Focus System suppresses aberration fluctuation by driving two focus groups with high accuracy.

<sup>7</sup>. Image shaking is caused by vertical and horizontal movement and becomes more obvious the higher the magnification ratio.

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3. Introduce a new AF tracking algorithm (X-Pro2, X-T2).
4. Add 4K video support (X-Pro2).
5. Computer tethering function (X-Pro2).
6. Enhance the touch panel operation when using the EVF (X-T20).

The updates have evolved from requests to improve usability and to add new functions.

### **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 unveils its latest X Mount Lens Roadmap**

FUJIFILM has unveiled the latest developments in its X Mount Roadmap by adding an Ultra-Wide Angle Zoom and a Telephoto Prime Lens to its line-up.

**XF8-16mmF2.8 R LM WR** – an ultra-wide angle zoom lens with a focal length equivalent to 12-24mm (on a 35mm format) and maximum F2.8 aperture. This lens is most suited to shooting dynamic landscapes, night views and architecture. With the XF16-55mmF2.8 R LM WR and XF50-140mmF2.8 R LM OIS WR, Fujifilm's XF lenses can cover F2.8 across the entire zoom range of Wide / Standard / Telephoto shooting areas.

**XF200mmF2 R LM OIS WR** – a telephoto prime lens with a focal length equivalent to 305mm (on a 35mm format) and maximum bright F2.0 aperture. It is best suited for shooting sports, nature and wild birds. The existing FUJINON Teleconverter XF1.4X TC WR and FUJINON Teleconverter XF2.0X TC WR are compatible, so it can be used as an ultra-telephoto lens.

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 by expanding its high-performance camera and lens line-up, Fujifilm provides an even greater range of shooting options for photography enthusiasts.

“Fujifilm has once again demonstrated its commitment to research and development in order to support a broad range of photography styles and requirements,” Mr Zitser said.

### **Recommended Retail Prices (RRP)**

Product	RRP	Availability
FUJIFILM X-E3 digital camera + XF23mm F2 lens	\$1,799	28 Sept 2017
FUJINON XF80mmF2.8 LM OIS WR Macro lens	\$1,899	Nov 2017

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## 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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