



## Media Release

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### **FUJIFILM announces the elite X-H1, the highest performance camera in the X Series range**

*The new FUJIFILM X-H1 combines a robust, durable body with superior image quality and easy operation. It is the first camera in the series to include 5-axis 5.5 stops<sup>1</sup> in-body image stabilisation (IBIS) and the new ETERNA Film Simulation for outstanding video reproduction.*

**FUJIFILM announced today that it will launch the new X-H1 camera - the highest performance camera in the X series range of mirrorless cameras - incorporating extremely useful features that support shooting in various scenarios demanded by professional photographers and videographers.**

With a newly-designed robust and durable body, the X-H1 is the first X Series model to include the latest 5-axis in-body image stabilisation (IBIS), which has a maximum of 5.5 stops<sup>1</sup> as well as a flicker reduction mode that enhances the quality of indoor sports photography.

In combination with the existing FUJINON XF lens range, the camera allows the use of the 5-axis image stabilisation in excess of 5-stops, with the exception of some lenses.<sup>2</sup>

The X-H1 is also compatible with a range of interchangeable lenses due for release this year, including:

1. MKX18-55mmT2.9 and MKX50-135mmT2.9 professional cinema lenses which incorporate the X mount (June 2018 release).
2. XF200mmF2 R LM OIS WR, a wide aperture single-focus telephoto lens (late 2018 release).
3. XF8-16mmF2.8 R WR, designed to meet the needs of scenery or landscape photographers (late 2018 release).

The new camera and lens combinations will provide outstanding image production and will be ideal for fast action sports photography. Standout features of the X-H1 include:

#### **1. 5.5 stops<sup>1</sup> in-body image stabilisation (IBIS)**

This new feature expands the high quality photographic range of the X Series. This is the first internal in-body image stabilisation (IBIS) system to feature in an X series camera. It harnesses three axial accelerometers, three axial Gyro sensors, and a specially developed dual-processor. Combined, this achieves a high speed of approximately 10,000 calculations per second. The 5-axis image stabilisation is possible with all XF and XC lenses. Up to a maximum of 5.5 stops image stabilisation is possible when the camera is

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<sup>1</sup> With XF35mmF1.4 R lens attached.

<sup>2</sup> XF10-24mmF4 R OIS, XF18-55mmF2.8-4 R LM OIS, XF55-200mmF3.5-4.8 R LM OIS.

used with all XF lenses that don't include optical image stabilisation technology.

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The X-H1 uses the APS-C size X-Trans™ CMOS III<sup>3</sup> sensor (24.30 million pixels, without low-pass filter) and the high-speed image processing engine, X-Processor Pro. The X-H1 produces outstanding, unrivalled quality images recording the finest details of the subject including its texture, three-dimensional structure and even the atmosphere and vibe of a particular scene.

## **2. Robust, durable body with easy operation**

The X-H1 is ideal for shooting in a wide range of environments with its dust-resistant, water resistant properties, and the ability to operate in temperatures as low as -10° C. It uses a 25% thicker magnesium alloy compared to the X-T2, is compact and lightweight, shock resistant, and has a high-quality scratch resistant coating. The viewfinder has high-magnification with a ratio of 0.75 times as well as a 3.69 million resolution. The display-time lag is just 0.005 seconds and the frame rate of 100 frames per second allows the photographer to instantly confirm the movement of the subject and position of the focus with great precision. The rear LCD monitor is a 3-direction tilt, 3-inch, 1.04 million dot electrostatic touch-panel LCD that can be intuitively set to the desired angle. Additionally, the 1.28-inch sub-LCD on the top of the camera - a feature of the medium format FUJIFILM GFX 50S - allows for instant confirmation of shooting information.

## **3. Video features that support movie production requirements**

The X-H1 is the first X series camera to include ETERNA, a new film simulation ideal for shooting movies. This mode simulates cinematic film, creating understated colours and rich shadow tones, greatly enhancing creative freedom during post-processing. The camera includes a total of 20 functional and performance improvements including the 1080/120P high-speed video mode (1/2, 1/4 and 1/5 speed slow motion) for recording spectacular slow-motion footage, F-log<sup>4</sup> SD card recording which aids smooth workflow, a DCI 4K shooting mode (4096×2160), a 400% dynamic range setting (approximately 12 stops), 200 Mbps high bit rate recording, a high sound quality internal microphone (24-bit/48 kHz) and verbal time codes.

## **4. The first flicker reduction mode on an X series camera and improved AF algorithms**

Flicker reduction modes are essential for indoor sports photography. The X-H1 uses a mirrorless camera, allowing for stable exposure during burst shots even under fluorescent and mercury lighting. AF algorithm enhancements include a lowlight limit for phase detection autofocus improved by approximately 1.5 stops, raising the precision and speed of autofocus in lowlight environments. The range at minimum aperture has been expanded from F8 to F11. For example, even when using the XF100-400mmF4.5-5.6 R LM OIS WR with the teleconverter XF2X TC WR, phase detection autofocus can now be used. Major improvements have been made to the AF-C performance while operating the zoom, ideal when shooting sports and other scenarios where the subjects move unpredictably.

## **Vertical Power Boost Grip (supplied exclusively with the X-H1)**

The Vertical Power Boost Grip will be supplied exclusively with the X-H1. Dust resistant and water resistant, it operates at temperatures as low as -10°C. Two batteries may be attached with a third battery in the body of the camera increasing the maximum number of available shots in normal mode to approximately 900. The maximum period for shooting

<sup>3</sup> X-Trans is a trademark or registered trademark of FUJIFILM. The X-Trans CMOS III sensor uses a unique non-periodic filter array to reduce the appearance of moire patterns and false colours even without an optical low-pass filter.

<sup>4</sup> The colour space is defined according to ITU-R BT.2020.

movies in 4K is increased to about 30 minutes, and controls include the shutter release button, focus lever, AE-L button, AF-ON button, command dial, Q button and Fn button.

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***Additional accessory – Wide Eye Cup***

A Wide Eye Cup - for X Series and GFX cameras - covers a broad area around the eye, greatly reducing light interference and enhancing concentration during long shoots. The eye cup can also be rotated in 90° increments, making it adaptable for either the left eye or the right eye and for shooting in either vertical or horizontal positions. The cup also includes antistatic coating, reducing the adherence of dust.

FUJIFILM Australia National Product and Marketing Manager - Electronic Imaging, Alex Zitser, said the new X-H1 is innovative, robust and durable.

“It provides exceptional features that meet the needs of both professional photographers and videographers.

“The X-H1 has once again raised the bar for FUJIFILM cameras by combining the capabilities of still photography with cinematic video quality to produce outstanding image production,” Mr Zitser said.

**The FUJIFILM X-H1 is exclusively bundled with the Vertical Power Boost Grip. The recommended retail price for the kit is \$3,399 (including GST).**

**The X-H1 kit is expected to be available in Australia in early March 2018.**