

Fujifilm is pleased to announce the launch of the FinePix F40fd, the latest in its flagship range of F series compact digital cameras. Featuring Fujifilm's proprietary Real Photo Processor II, Super CCD HR VI and hardware-based Face Detection, the new model continues the F series tradition of delivering sophisticated technology and compact, straightforward design. Added to this, ISO 2000 sensitivity at full 8.3 megapixel resolution, 3.0x optical zoom lens and 300 shot battery life make it perfect for prolific snappers or enthusiast photographers who need a high-performance take-anywhere digital camera.

In a first for FinePix cameras the FinePix F40fd features a dual memory card slot, which accepts not only Fujifilm's traditional xD-Picture Card™ but also the popular Secure Digital (SD) card format.

The new camera also debuts a redesigned outer-shell and Graphical User Interface (GUI) system for Fujifilm's F series. More slim line than its predecessor, at just 23.3mm deep, and available in three colours; silver, gunmetal and blue, the FinePix F40fd is even more pocketable and has a design that reflects the sophisticated technology within. Enhanced 2.5" LCD screen with Fujifilm's wide view filter expands viewing angle by up to 25 degrees compared to earlier models. Furthermore, a new mode dial, for faster access to popular settings, improved button layout and intuitive GUI system, with pop-up prompts to guide the user through the menu, make the camera easier than ever to use.

## **Real Photo Technology**

Fujifilm's Real Photo Technology brings together CCD, processor and lens to deliver images of optimum quality that are rich in colour, detail and sharpness and low in noise. Fujifilm's proprietary Super CCD HR VI is a unique octagonal shape, which means it has a larger surface area than traditional sensors, making it more sensitive to light. This gives Fujifilm FinePix cameras their unique High ISO sensitivity ratings. It also means faster shutter speeds can be used to capture images; combating image blur. The design of the Super CCD also makes it less prone to noise; the grainy, speckled effect that can occur, especially at high ISO settings. The FinePix F40fd achieves ISO 2000 (1600 selectable) at full resolution, which means there is no trade off between ISO setting and image sharpness, or the size of the print that can be made.

The RP Processor II featured on the FinePix F40fd features double noise reduction. It has a proven capability of delivering images with significantly less noise than some competing models at a lower ISO. Furthermore, Fujifilm's Fujinon lenses are the product of over several decades of R&D into lens technology; completing the triangle of lens, CCD and processor and optimised to work in harmony together. The result is photographs of unrivalled quality no matter what the subject or level of light.

## Face Detection

The FinePix F40fd is Fujifilm's fourth digital camera to feature hard-wired Face Detection technology, joining the FinePix S6500fd, F31fd and Z5fd in Fujifilm's current range. It is the result of Fujifilm research demonstrating that most photos are taken of people in low light conditions and that these situations are also when most photos go wrong. Face Detection ensures that the camera prioritises faces in the frame above other details; even if those details are a more obvious focus point. For example, when subjects are off centre or standing with the light behind them. Because the technology is hard-wired to the camera's processor, it is capable of detecting faces and taking a photo in an industry-leading 0.05 seconds.

Face Detection works by triangulating eyes and mouth, using an algorithm to optimise focus and exposure for up to ten faces in a single frame. A green square surrounds the face of the primary subject on the camera's LCD screen, whilst white squares identify up to nine other subjects. Movement tracking keeps the camera 'locked on' to its subjects until they move out of the picture. The technology works irrespective of the subject's position in the frame, and is not confused by spectacles.

In Playback mode, Face Detection will automatically zoom in to subjects' faces and trim the shot for optimum portraits.

## **Making light work of photography**

Fujifilm's Super CCD ensures that, in the majority of cases, photographers can choose to take photographs without any use of flash. However, when flash is needed or preferred, Fujifilm's Intelligent Flash system analyses the subject of the photo and sets power output accordingly. The result is much more natural looking images, with true-to-life colour reproduction and balanced background and foreground exposure. When combined with Face Detection, the system prioritises flash settings for reproduction of the best possible skin-tones, avoiding the ghostly white-faced effect of traditional on-camera flash.

Natural Light & Flash mode goes one step further, taking two photos in quick succession – one without flash, and one with. Both photos are then displayed side by side for easy comparison.

With 14 special scene position modes, including Underwater, Snow, Night and Close-up, the FinePix F40fd is ideally suited to any photo opportunity. When a still image isn't sufficient, the camera's movie mode, at 30 frames per second, captures movie clips with sound that are limited in length only by the size of memory card used.

Adrian Clarke, Fujifilm's Director of Photo Products, says: "Fujifilm's F series cameras lead the way in low light photography. The FinePix F40fd further establishes the series as champions of our proven Real Photo Technology. Face Detection, Intelligent Flash and class-leading sensitivity combine to achieve the high image quality that people have come to associate with Fujifilm cameras."

## **FinePix F40fd features at a glance:**

- **Face Detection Technology built-in to the camera's processor**
- **Real Photo Processor II and new Super CCD HR VI**
- **ISO 2000 sensitivity at full resolution (1600 selectable)**
- **8.3 million pixels**
- **3.0x optical zoom**
- **Long-life battery (up to 300 shots)**
- **IR Communication (IR simple)**
- **VGA movie capture of 30 frames per second with sound**
- **PictBridge™ compatible for direct printing without a PC**

**The Fujifilm LCD menu can be displayed 2 languages: English and Japanese**

**Standard Warranty is 1 year factory Fujifilm Japan.**

**AC power accepts 100-240V (worldwide).**

## **Spesification**

Number of effective pixels	8.3 million pixels
CCD sensor	1/ 1.6-inch Super CCD HR
Number of recorded pixels	Still image: 3,296 x 2,472 / 3,504 x 2,336 (3:2 format) / 2,304 x 1,728 / 1,600 x 1,200 / 640 X 480 pixels Movie: 640 x 480 pixels (30 frames/sec.), 320 x 240 pixels (30 frames/sec.)
Storage media	Internal memory (approx. 25MB) / xD-Picture Card™ ( 16MB - 2 GB ) /SD memory card (512MB, 1GB, 2MB)
File format	Still image : JPEG (Exif Ver 2.2 ) Movie : AVI (Motion JPEG ) (Design rule for Camera File system compliant / DPOF-compatible)
Lens	Fujinon 3.0x Optical zoom lens, F2.8 - F5.1
Lens focal length	8.0 ÷ 24.0mm (36-108mm on a 35mm camera)
Focus	Auto Focus (Single, Continuous, Centre, Multi) AF assist illuminator available
Focus distance	Normal : Wide Angle: Approx. 45cm to Infinity Telephoto: Approx. 60cm to Infinity Macro: Wide Angle: Approx. 7cm to 80cm

	Telephoto: Approx. 30cm to 80cm
Shutter speed	3 sec. to 1/2000 sec. (depend on Shooting mode)
Aperture	Wide-angle: F2.8 - F8, 10 steps in 1/3 EV increments
	Telephoto: F5.1 - F8, 10 steps in 1/3 EV increments
Sensitivity	Auto /Equivalent to 100/200/400/800/1600(standard output sensitivity)/(up to ISO 2000 on Anti-Blur/Natural Light mo
Exposure control	256-zones TTL metering(Multi/Spot/Average)
Exposure mode	Programmed AE
White balance	Automatic scene recognition
	Preset (Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light), Custom
LCD monitor	2.5 inches, Aspect ratio: 4:3, Approx 230,000 pixels, Coverage Approx. 100%
Flash	Auto flash
	Effective range: (ISO AUTO): Wide-angle: approx. 0.6 - 6.5m / 2.0 - 21.3 ft
	Telephoto: approx. 0.6 $\varnothing$ 3.5m / 2.0 $\varnothing$ 11.5 ft
	Macro: approx. 0.3m $\varnothing$ 0.8m / 1.0 ft - 2.6 ft
	Flash mode: Auto, Red-eye Reduction, Forced Flash, Suppressed Flash, Slow Synchro. Red-eye Reduction + Slow Synchro.
Self-timer	Approx. 10 sec./2 sec. delay
Video output	NTSC / PAL selectable
Digital input/output	USB 2.0 High speed/PTP(Picture Transfer Protocol)
Power supply	NP-70 Rechargeable Battery, AC Power Adapter AC-5VC ,
Dimensions	95.7(W)x 59.0(H)x 23.3(D) mm/3.8(W)x 2.3(H)x 0.9(D) in. excluding accessories and attachments)
Weight	Approx. 155g(excluding accessories, batteries and memory Card)
	Approx. 181g(including accessories, batteries and memory Card)
Digital zoom	Approx 6.90 X
Shooting modes	Normal : Auto, Anti-Blur, Scene Position, Macro, Movie, Burst/Continuous, SP: Natural Light, Natural Light & with FI
	Position: Portrait, Landscape, Sport, Night, Fireworks, Sunset, Snow, Underwater, Beach, Museum, Party, Flow Close-up, Text
	Continuous : 1.Top-2 ( max.1.3 frames/sec., up to 2 frames)
	2.Final-2 ( max.0.9frames/sec Last 3 frames before releasing the shutter button ) 3.Long-period ( max.0.6frames/sec ,Up to memory card size)
Movie recording	640 x 480 pixels, 30 frames/sec.
	320 x 240 pixels, 30 frames/sec.
	With monaural sound, AVI format (Motion JPEG)
Voice Memo	Up to 30 sec. WAV format
Colour modes	B&W/CHROME/STANDARD
Photography functions	Intelligent Face Detection, power management, Best framing, Frame No. memory
Playback functions	Intelligent Face Detection, Slide show, Trimming, Single frame, Multi-frame, Sorting by date, Image rotate, Voice Me

	Automatic playback, IR Communication
Accessories included	Li-ion battery NP-70
	Battery Charger BC-70
	Hand Strap
	USB cable for the FinePix F40fd
	A / V cable for the FinePix F40fd
	CD-ROM

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