

GFX

FUJIFILM

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The Game has Changed. Medium Format Re-invented.

FUJIFILM

GFX

To Be Released on Early 2017

CAMERA
HERITAGE

FILM
PHILOSOPHY



Inspiration and challenge for photographic expression "A camera is a tool for creating artwork." Fujifilm has always stood by this philosophy when manufacturing photographic equipment. The main objective is to create art - i.e. "photographs". Fujifilm's history of camera production began in 1948 with the launch of the FUJICA Six I BS 6x6 folding viewfinder camera. Since then, the company has consistently communicated, through its cameras, the "joy of photography." Medium-format cameras can be described as the origin of Fujifilm photographic equipment. In order to address the needs of professional and enthusiast photographers, the company began a pursuit for greater shooting applications and operability, taking its evolution of camera equipment to a path distinctively different from that of its competitors. The FUJICA G690 was designed for tour group photography, the FUJICA GS645 was the ultimate lightweight and compact camera, the FUJICA PANORAMA G617 Professional was a medium-format panorama camera with the long side of the frame measuring 6x17cm, the FUJI GX680 Professional was a portrait camera equipped with a film holder that revolves according to the portrait / landscape image orientation and the GA645 was the world's first autofocus, fully-automatic medium-format camera. In its camera history, Fujifilm tirelessly pursued the ultimate in medium-format cameras, advancing technology and image quality in the process.



Fujifilm's photographic image quality For over 80 years, Fujifilm has, as the company name suggests, advanced as a photographic film manufacturer. It developed various types of photo films in search of expressive color reproduction. Upon encountering a scene that evokes an emotional response, we tend to remember the atmosphere, the emotions felt, and the colors of the scene. Fujifilm carried out many years of research and development in an attempt to faithfully reproduce the colors in your mind. These efforts led to the development of Japan's first motion picture film, and the eventual launch of FUJICOLOR N100, heralding the age of color photography. With FUJICOLOR F-II 400, ISO400 became a practical and usable ISO sensitivity, FUJICOLOR REALA achieved color reproduction as close to what the human eye sees as practically possible and FUJICHROME Velvia ultra-vivid color reversal film revolutionized the approach to color reproduction. Fujifilm released a series of photographic film products that delivered uniquely iconic color presentations and this know-how has now been reborn in the world of digital imaging.

The world's most advanced expertise in lens development When discussing Fujifilm cameras, we cannot leave out the FUJINON high-performance lenses. Fujifilm successfully developed new optical glass materials and the compression molding technology to produce lenses that were exceptionally fast. In 1956, the company developed "FUJIC," the first electronic digital computer in Japan. Made up of some 20,000 parts, FUJIC was used to calculate and design lenses of even greater performance, and is still on display at the National Museum of Nature and Science in Tokyo as a significant invention in the history of science. The endeavor for better image quality continued with the evolution of large-format and medium-format cameras. In the 1970s, when commercial and business photographers embraced color technology, Fujifilm launched a series of medium-format and large-format lenses that delivered enhanced sharpness and natural colors that could only be achieved because of its photographic film background. The technologies developed in those days, such as the "Super EBC" multi-layer coating, formed the foundation for the highly regarded interchangeable "XF lenses" used in today's X series digital cameras. FUJINON lenses will continue their evolution into the future.

FUJINON LENS
TECHNOLOGY

GFX

GFX BODY



actual size

FUJIFILM GFX 50S
Early 2017



With Vertical Battery Grip (Sold Separately)

GF LENSES

ORIGINAL G MOUNT FOR 43.8x32.9mm LARGE SIZED SENSOR



**GF23mmF4
R LM WR**
Mid 2017



**GF45mmF2.8
R WR**
Late 2017



**GF63mmF2.8
R WR**
Early 2017



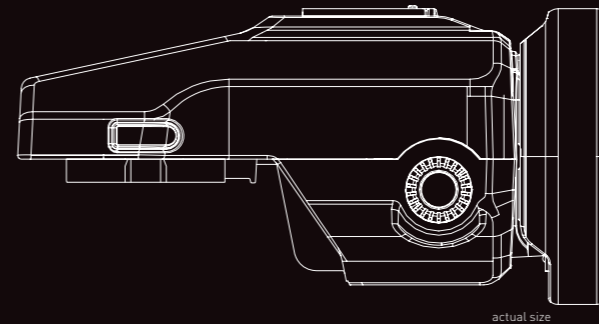
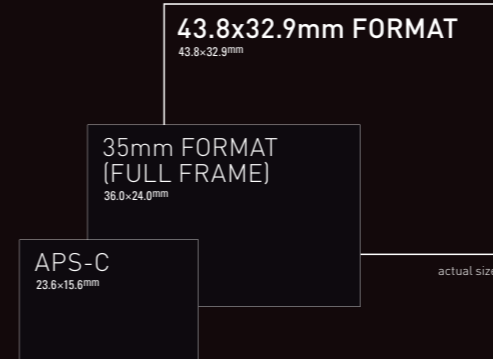
**GF32-64mm F4
R LM WR**
Early 2017



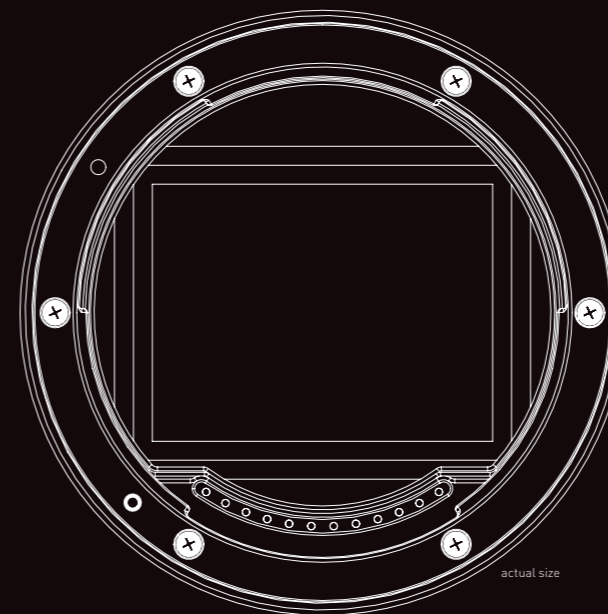
**GF110mmF2
R LM WR**
Mid 2017



**GF120mmF4
Macro R LM OIS WR**
Early 2017



actual size



actual size

OBTAINING THE ULTIMATE IN PHOTO IMAGE QUALITY

Since the introduction of the X100 in 2011, Fujifilm has strived to achieve the world's highest level of image quality with its X series of cameras. The latest and the most advanced addition is the new medium-format mirrorless camera "FUJIFILM GFX 50S." It uses the new large-diameter "G Mount" and incorporates a large sized 43.8x32.9mm CMOS sensor in the first-ever such move by Fujifilm. Boasting the effective pixel count of 51.4 million, the camera delivers superior sharpness and image quality that will satisfy professional photographers shooting commercial, fashion or fine-art landscapes. It uses the "X-Processor Pro" imaging processor, which provides Fujifilm's outstanding color and tone reproduction, delivering unparalleled photographic expression that can only be offered thanks to Fujifilm's unique expertise in medium-format cameras.

ALL NEW MIRRORLESS CAMERA WITH A LARGE SIZED SENSOR

The GFX is an all-new mirrorless camera system that revolutionizes the concept of medium-format cameras. Compared to conventional medium-format digital cameras, the GFX is astonishingly lightweight and compact, and its dust and weather resistant body gives it the durability required for outdoor shoots. A collection of accessories that meet the needs of photographers, including a vertical battery grip and a rotary adapter that can rotate the detachable electronic viewfinder to any angle to suit any scene will be launched at the same time. The camera also supports tethered shooting, which has become an essential part of the professional photographers' workflow, and will be compatible with various RAW conversion application software.

FRESH DESCRIPTIVE PERFORMANCE WITH NEW LENSES AND NEW LENS MOUNT

The design and manufacturing expertise nurtured over many years of FUJINON lens development has been used to produce lenses with the world's highest level of image resolution. Unique to the new GFX, Fujifilm has developed a new "G Mount" with a short flange back distance of just 26.7mm, an advantage of the mirrorless camera system, and an initial lens lineup consisting of six lenses; a standard prime "GF63mmF2.8 R WR" [equivalent to 50mm in the 35mm format], a wide-angle standard zoom "GF32-64mm F4 R LM WR" [equivalent to 25-51mm in the 35mm format] and a mid-telephoto macro 1:0.5 "GF120mmF4 Macro R LM OIS WR" [equivalent to 95mm in the 35mm format], a fast aperture mid-telephoto "GF110mmF2 R LM WR" [equivalent to 87mm in the 35mm format], a super wide "GF23mmF4 R LM WR" [equivalent to 18mm in the 35mm format], a wide "GF45mmF2.8 R WR" [equivalent to 35mm in the 35mm format].

