FUJIFILM

www.finepix-x100.com

FINEPIX
X100

Specifications are subject to change without notice.

For more information, please visit our website:
http://www.fujifilm.com/products/digital_cameras/index.html

FUJIFILM FinePix. More than you imagined.

For the moments that move you.

Suddenly you see something that you just have to photograph.

You instantly feel the need to capture the moment and share that same sensation with others.

From the tiniest details that moved you to press the shutter at that precise moment,

and capture it exactly as you saw it...

One look at the image you've taken shows that the X100

is much more than just a high precision instrument.

In fact it's an extension of your personality.

Punctuating the day with endless hours of enjoyment.

That is the real beauty of the X100.

FinePix X100

Make your lens tell the truth.

Seeking that true-to-life shot, your heart encompasses
your subject and your lens follows.
With crystal clarity, the fixed focal length lens responds perfectly
for beautiful un-enhanced honesty.
That moment arrives when you connect and suddenly
you have gone beyond a look or an expression and have captured the soul of your subject.

An adventure in the making.

It's a simple and pure pleasure to hold a fine instrument that possesses a quality
that engages all your senses, an attraction that inspires you to keep it with you wherever you go.
Not just for those outings when you know you'll be taking photographs.
This is a companion for life that you'll want by your side
because you never know when the perfect moment will arise.
It could be a cityscape framed by the sun peeking through the clouds,
or a fleeting encounter otherwise destined to fade in memory.
Things you routinely pass-by suddenly become extraordinarily interesting when seen through the viewfinder.
With your new companion, a journey of discovery will lie before you...
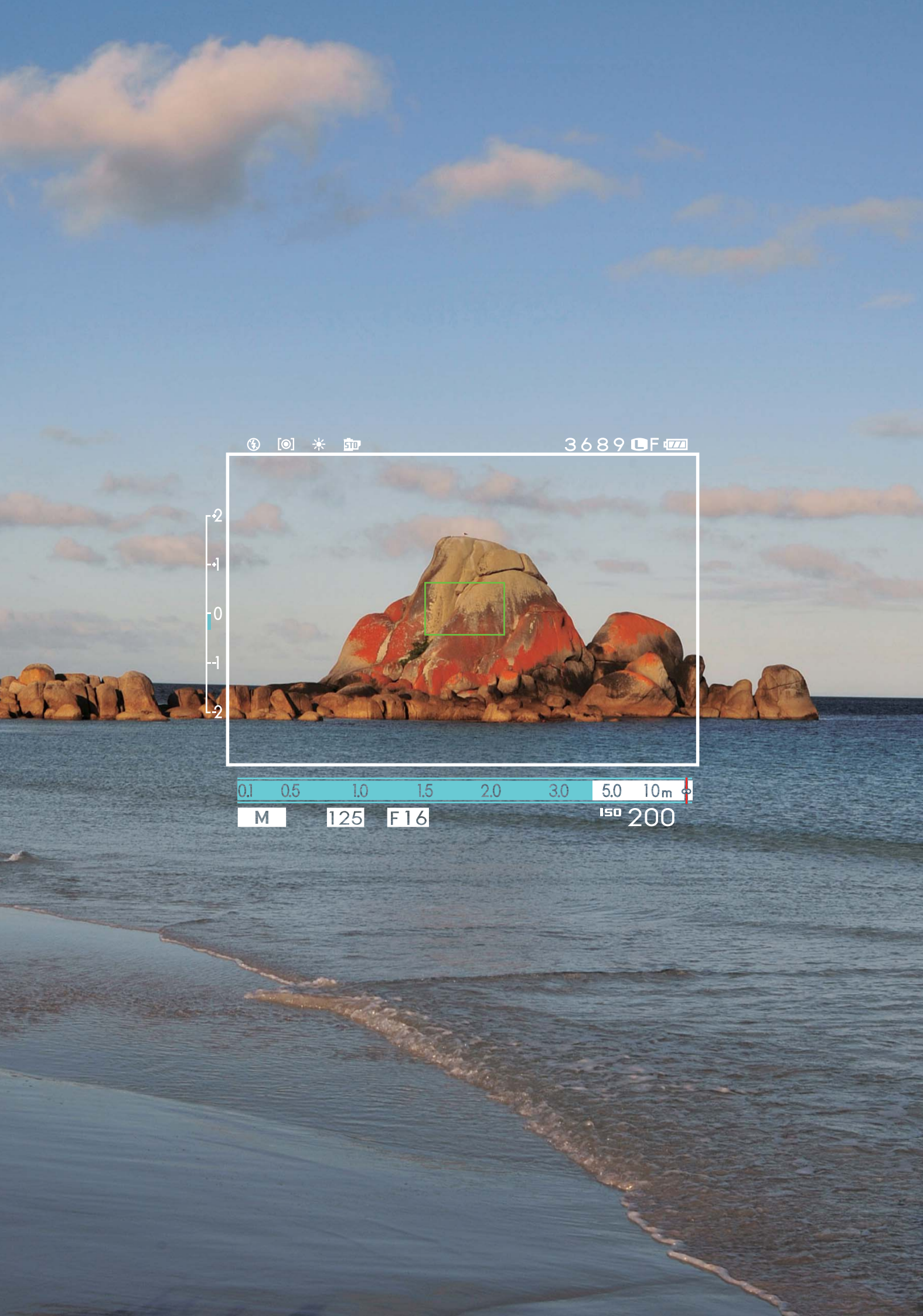
There it is.

That perfect moment.

Something stirs in your soul and without thinking about it your camera appears at eye-level.

The instant you find the eyepiece, the scene calls out to you.

Through the viewfinder you see nothing but the moment and all it holds.

The subject and the fine background details that define that instant in time.

Then the moment speaks and through the viewfinder the eye listens perfectly.

# Fujifilm's visionary viewfinder will change the way you see the world.

One look sets your pulse racing and sends your finger searching for the shutter. The world's first Hybrid Viewfinder.* Only found on the X100.

There's an indescribable pleasure that peering through a viewfinder provides. And now Fujifilm have taken this further with the launch of the newly developed Hybrid Viewfinder. Whether you're framing your shot through the Optical Viewfinder (OVF), or Electronic Viewfinder (EVF), your eye will not only see the subject and scene, but also a range of shooting data projected by an integrated high-definition LCD panel. This perfect marriage of intuitive analog operation and state-of-the-art digital functionality gives birth to the discovery of new dimensions of enjoyment behind the lens of the ultimate compact.

## 【 Instantly switch between OVF and EVF whenever the need arises. 】

When you want to view the subject with maximum clarity or keep the shutter time lag to a minimum, the Optical Viewfinder (OVF) impresses with stunning optical quality. For confirmation of focus, exposure, white balance and depth of field while shooting the scene, just move the lever to Electronic Viewfinder (EVF). According to the demands of the shooting conditions and your creative inspiration, the, X100 empowers you with the capability to switch between 2 viewfinders.
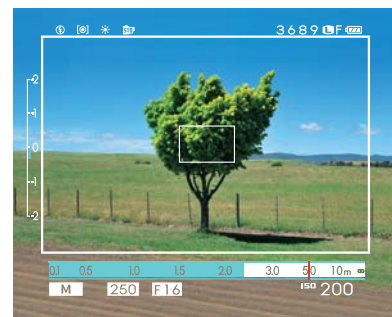
Optical Viewfinder (OVF)
Composite display of a clear optical image and LCD panel information
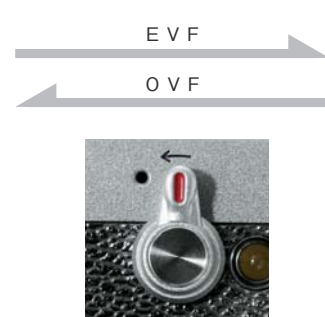
Viewfinder switch lever
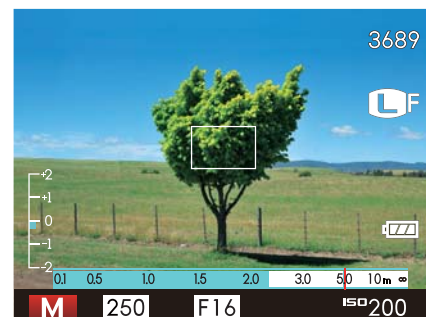
Electronic Viewfinder (EVF)
Display of LCD panel image and information.

Large, Easy-to-view Optical Viewfinder

### 【 Vivid frame and text data projected from the built-in LCD 】

Using a conventional "bright frame" optical viewfinder configuration as a base, the X100 has an integrated 1,440,000-dot LCD panel to display shooting information. Compared with a conventional display that uses an illuminating window to bring in external light, this hybrid approach produces a crisply defined bright frame and sharp easy-to-read text information.
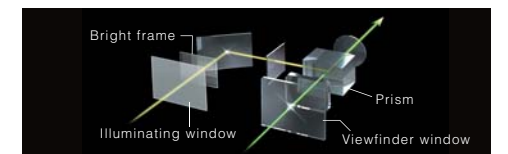
Conventional "Bright Frame" Viewfinder

【 "Reverse Galilean" Optical Clarity 】

Offering a comfortable field of view (approx. 26°), the viewfinder magnification of 0.5 is ideal for a lens with a 35mm focal length (135 equivalent). Adoption of a high-precision prism, high-refractive glass and Super EBC coating enhance enjoyment of a bright, clear optical image with minimal aberrations.
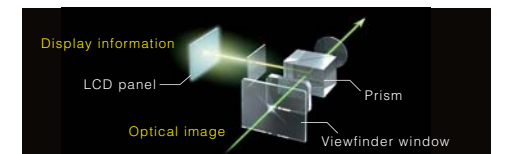
Newly Developed Hybrid Viewfinder

【 Amazing clarity in both OVF and EVF 】

The unique viewfinder shutter controls the entry of light from the optical viewfinder. When it is open, your eye sees the precise clarity of an optical image. When it is closed, the sharp definition of the Live View projected from the LCD is displayed.
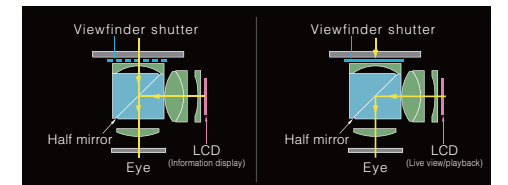
OVF Configuration
Viewfinder shutter is open.

EVF Configuration
Viewfinder shutter is closed.

【 Built-in Diopter Adjustment 】

You can easily change the viewfinder focus setting from -2 to +1m^{-1}(dpt) via the dial located next to the viewfinder.

【 Eyepiece supports viewing by eyeglass wearers 】

By setting a relatively high eye point (distance between the eyepiece and the naked eye) of about 15mm, the design facilitates natural and comfortable viewing even by eyeglass wearers.

Optical Viewfinder [OVF]

【 Optical Image Clarity & Rich Information Display 】

Framing shots with the sharply defined bright frame projected by the LCD panel is a real pleasure. In addition, the 'freedom to customize the information displayed in the viewfinder lets you confirm key settings while you enjoy framing your shots.

- Image size / Image quality mode
- Shots remaining
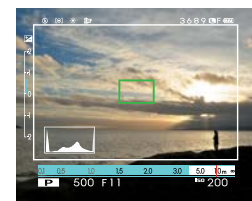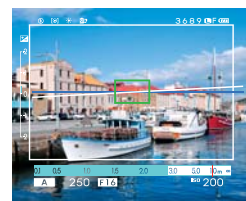- AF target mark
- Shooting range frame (field of vision frame)
- Distance index
- ISO display
- Aperture
- Exposure compensation
- Depth of Field (DOF) display
- Exposure mode
- Shutter speed

Histogram*

Electronic level

Focus distance index

Framing guide

【 Frame and information display brightness adjusts according to subject/scene brightness 】

Automatically adjusting multiple levels of display brightness according to ambient light conditions, the newly developed Hybrid Viewfinder delivers the crystal clarity of the optical image while optimizing the brightness of frame and information display for comfortable framing of every shot.
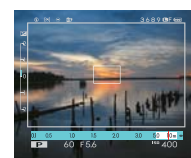
Dark scene   Bright scene

【 "Eye Sensor" automatic switching between LCD monitor and Viewfinder 】

When you bring the camera to your eye, the viewfinder can sense it and will switch automatically to viewfinder mode. Then when you lower the camera, the display switches to the LCD on the back of the camera. Alternatively you can select to always display images on the LCD or to always use the Viewfinder depending on your preferences.
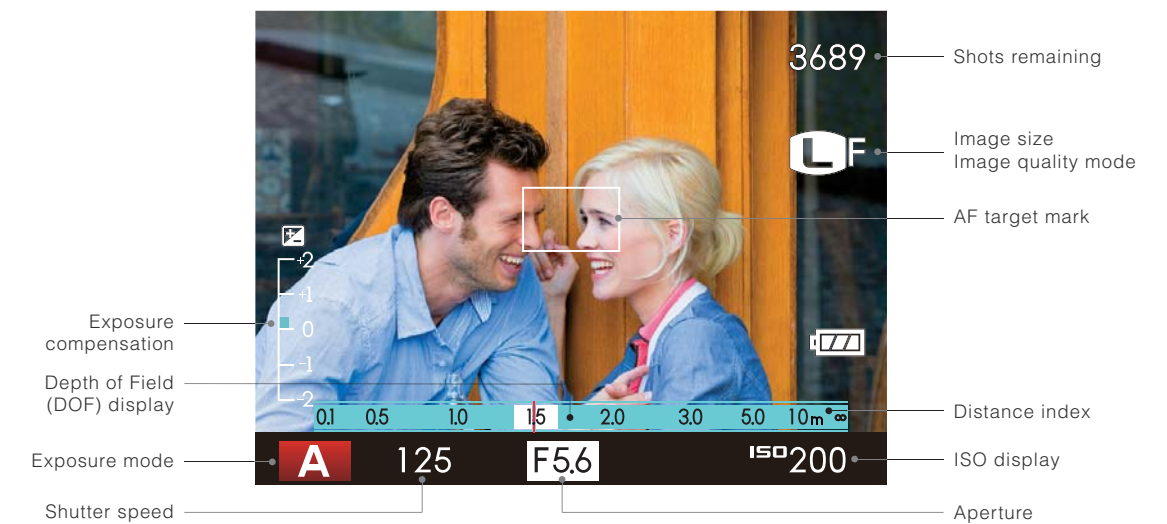
Power Control System

When using the OVF, the X100 lets you use power saving features that can boost the number of shots remaining when the battery is running low, or let your camera "sleep" to conserve power, but turn on in an instant so you never miss a shot. →See page 25 for more details.

Electronic Viewfinder [EVF]

【 Approx. 100% Coverage & Approx. 1.44 million Dots of High Definition Quality 】

When using the EVF, you will enjoy 100% coverage on a sharp image display delivered by a 0.47-inch high-definition LCD delivering approximately 1,440,000 dots of resolution. From precision framing of macro shots with "Live View" to quick post-shot reviewing of your results, the EVF is ready with its vividly accurate display whenever you need it.

- Shots remaining
- Image size / Image quality mode
- AF target mark
- Distance index
- ISO display
- Aperture
- Exposure compensation
- Depth of Field (DOF) display
- Exposure mode
- Shutter speed

Check depth-of-field and focus
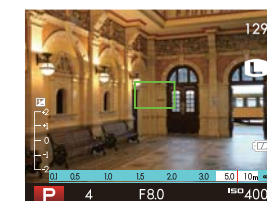
Check white balance
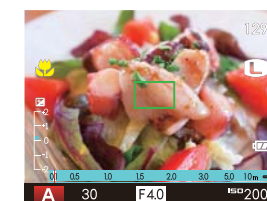
Macro photography
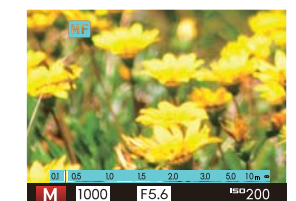
Check the manual focus with a magnified view (MF FOCUS CHECK function)

LCD monitor

Boasting high contrast, high brightness and the convenience of a wide viewing angle, the 2.8-inch approximately 460,000-dot LCD monitor can provide a simple display of only shooting information or the same view as the electronic viewfinder.

4:3 aspect ratio

Because the shooting image aspect ratio is 3:2, the larger LCD display aspect of 4:3 provides an ample canvas outside the shooting frame to display shooting information without blocking your view of the image.

Shooting Information Display

The large display of numerical data and icons lets you know the state of camera settings at a glance. Check the key shooting data without stress or hassle, leaving you free to concentrate on framing the shot in the viewfinder.

✱ Graph showing the quantity and distribution of information in bright and dark parts of the image. It provides a useful guide for judging the right exposure and contrast.   ©Sample photos are simulated images.

Fixed focal length lens designed with a passion for performance captures the excitement in vivid detail.

Quality superior to an interchangeable lens and the slimmest possible design.
Newly developed Fujinon 23mm F2 lens (equivalent to 35mm/135 format)

The best image quality without compromise, packed into a slim compact body that you want to take everywhere with you... These were the aims when the X100 was being developed. And they have been achieved through the incorporation of a newly developed, non-interchangeable, non-collapsible, fixed focal length lens. While featuring the generous brightness of a maximum F2 aperture, the large-diameter rear lens group is integrated into the body for an ultra-slim profile. In addition, the optimization of the sensor for this special lens fully exploits the advantage of a fixed focal length lens for superior edge-to-edge image quality.
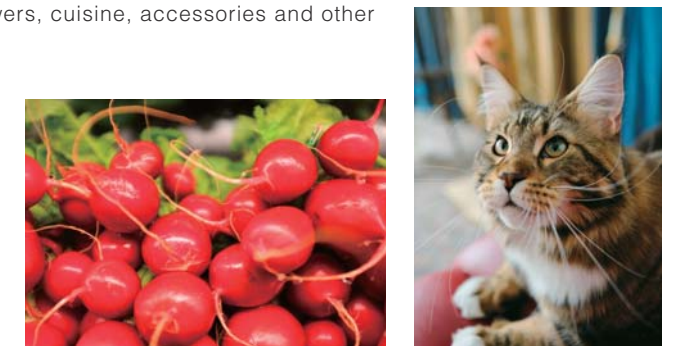
【 Expand your range of expression with a high-performance lens. 】
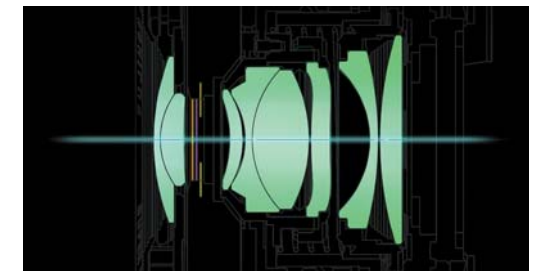
The X100 lens is equivalent to a 35mm lens (135 film format) - this is the most versatile focal length and is ideal for a broad variety of subjects, scenes and applications. The bright maximum aperture of F2 is the ideal F value, providing an ample amount of light for the large sensor. It is designed to deliver the highest resolution performance when shooting in the most commonly used aperture range between F4 and F5.6.

■ MTF (Modulation Transfer Function) Curve

Vertical axis：Contrast　S：Sagittal　M：Meridional

F2　Spatial frequency　30lines/mm　　Spatial frequency　10lines/mm　　F4　Spatial frequency　30lines/mm　　Spatial frequency　10lines/mm

Distance from the center of the image

【 Optical design with a priority on performance 】

The simple lens configuration of 6 groups/8 elements centered on a spherical lens is all manufactured from glass. High refractive index glass is used for the single high-performance double-sided aspheric lens and all convex lens elements. The pursuit of uncompromising image quality continues with the adoption of other technology in the X100 lens design including front group focusing for image quality stability and Super EBC coating for ghost-free clear images. The result is perfectly balanced optical excellence promising low aberrations, sharp resolution and faithful color reproduction.

【 Shoot artistic circular "bokeh"effects with the 9-blade aperture diaphragm. 】

Providing a circular opening at the largest aperture, the 9-blade aperture diaphragm lets you capture pleasingly defocused background effects. Even with a slightly wide angle, the background is softly out of focus while the foreground is sharply defined. At F2 to F4, the circular "bokeh" effect is especially beautiful.

【 Close the distance with 10cm Macro Photography 】

X100 lets you bring the tip of the lens as close as 10cm from flowers, cuisine, accessories and other subjects to reveal extraordinary detail.

【 Command exposure in bright scenes with the built-in ND Filter 】

Equivalent to 3 f-stops, the ND filter in the X100 lens reduces the amount of light to 1/8. In situations where the light is very strong but you want to shoot at a slow shutter speed or do not desire to close the aperture, the built-in ND filter captures the flow of water or flowers swaying in the breeze in bright sunlight and lets you shoot portraits with a soft defocused background.

ND Filter

ND Filter OFF

ND Filter ON

＊135 equivalent：35mm　◎Sample photos are simulated images.

Just as your senses seek to capture the beauty,

the heart of the X100 collects every ray of light.

NEW EXR Processor

【 Redefining High Resolution and High Sensitivity/Low Noise Performance 】

The synergy of the APS-C CMOS Sensor and the new EXR Processor produces exceptional image quality every time you press the shutter. Featuring dual CPUs, EXR CORE and a Reconfigurable Processor,*1 this next-generation processing engine elevates the performance of Fujifilm's innovative EXR technology triplet: HR (High Resolution), DR (Wide Dynamic Range) and SN (High Sensitivity & Low Noise). While delivering the highest image quality ever produced by a FinePix camera, the EXR Processor also lets you enjoy a host of advanced functions such as HD Video and high-speed continuous shooting. The chip also integrates a new Vector Graphics Processor*2 that drives the improved image quality and readability of the new display screen (GUI).

CPU
CPU
EXR Core
Reconfigurable Processor
Vector Graphics Accelerator

From Japan's leading Photo Film maker, A New Standard in Image Quality:

Custom CMOS Sensor and New EXR Processor

APS-C CMOS Sensor

【 Image Sensor with Super Sensitivity 】

Packing 12.3 million pixels, the large APS-C CMOS sensor debuts a new standard in high sensitivity/low noise performance and superior image quality, achieving about 10 times the sensitivity of any conventional FinePix compact to date.

【 APS-C 12M CMOS Sensor 】

【 Sensor edge area 】
Light
Before customization

Customization to improve reception of light in edge areas

【 Sensor center 】
Light
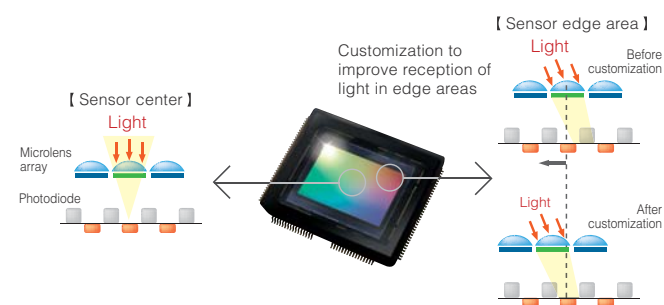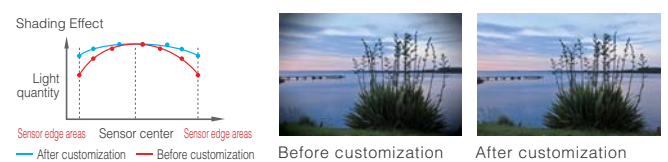Microlens array
Photodiode

Light
After customization

【 Thermal Management Design for a Cooler Sensor 】

Using an ingenious approach to the drive and mechanics of the sensor, heat generated by the large-size sensor is effectively dissipated, preventing degradation of performance and image quality.
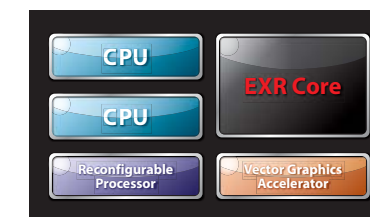
【 Customized to Maximize Lens Performance 】

By optimizing the arrangement of the microlens array for the special X100 lens, the angle of captured incident light from the lens is expanded, improving light collection all the way to the edge area of the image sensor. As a result, a sufficient quantity of light can be directed to the photodiodes for the production of exceptionally sharp and clear image quality even in the image edge areas.

Shading Effect

Light quantity

Sensor edge areas   Sensor center   Sensor edge areas
After customization   Before customization

Before customization   After customization

【 HR: High Resolution Technology 】

When lighting is bright and even, HR technology uses full resolution and the power of advanced signal processing to capture the finest detail. From the leaves of the trees to a wisp of hair in a portrait, every detail is captured with astonishing clarity and definition.

【 DR: Wide Dynamic Range Technology 】

In high contrast scenes, DR technology prevents washed out highlights and shadow detail lost to blackness. When shooting portraits under strong sunlight or landscapes with a strong contrast between bright and dark areas, DR technology brings out the natural tonality in both highlights and shadow.
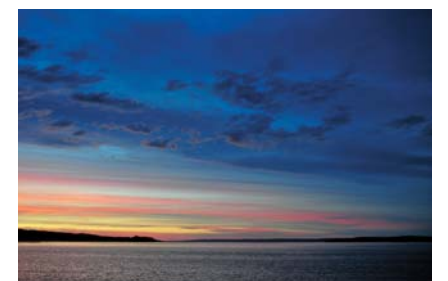
【 SN: High Sensitivity & Low Noise Technology 】

Even shooting at high sensitivity, the clarity is stunning with extremely low noise and minimal false color generation. Indoors and in other low-light scenes, SN technology captures the moment naturally and beautifully.

*1 Rewritable processor that can dynamically adapt itself to perform complex correction and processing. *2 Hardware for high-definition display of text and data.
◎Illustrations on this page are for illustrative purposes only. ◎Sample photos are simulated images.

Back to Basics
Exploring the essence of this finely crafted camera

1. Design Concept

Starting with the stunning vintage design with its black central body sandwiched between a silver top control deck and base. The sensation of bringing the viewfinder to your eye. The effortless ease with which your left hand finds the aperture ring and the fingers on your right hand operate the dials and prepare to press the shutter. Everything from the color to the feel of this precision-crafted tool embodies the essence of this camera. From the moment you first pick up the X100 to viewing the beautiful results, every step of taking pictures has been considered and reflected in the design to multiply the pleasure of photography.

2. Die-cast Magnesium Top and Base

Strong, lightweight and perfectly suited to being used to create detailed curved surfaces, the Die-cast Magnesium Top and Base have a steel-like sheen and an air of authority as a result of their special coating. Finishing touches including each letter of FUJIFILM being engraved onto the upper control deck in precise detail, and the lens markings being skillfully filled with enamel by hand really add to the overall stunning effect.

3. "Made in Japan" Premium Quality

Each and every part of this camera is the product of high precision engineering and has to pass Fujifilm's highest quality standards.

4. Precision-milled Metal Rings and Dials

High precision parts including the shutter speed dial, the exposure compensation dial, the aperture ring and the focus ring are all milled from solid metal with exacting measurements. The knurled finish of the sides of the dials features rows of minutely milled square pyramids providing superb grip and a tactile sensation, while attention to detail regarding how much torque is required to turn the dials, and what the 'click' sensation is like will guarantee perfect operation.

5. Leather-like Finish Delivers a Quality Look and Durability.

Compared with real leather, synthetic leather is the practical choice that promises resistance to the elements and higher durability, while an original manufacturing process reproduces the look and feel of authentic leather. Functionally the material provides a sure and comfortable non-slip grip.

6. Satisfying Shutter Sensation

The feel and sound of the shutter are important elements of the design of a camera. Every factor from the location and size of the shutter button to the stroke when half and fully depressed was given passionate scrutiny. Users can select from 4 types of shutter sound: Lens Shutter, Focal Plane Shutter, Mirror Up, and Silent Shutter.

7. Lens Hood & Adapter Ring (sold separately)

Just replace the standard front lens ring with the special adapter ring, attach the bayonet-mount lens hood, and you are ready to go. Both are precision-machined from metal with a view to minimizing weight. The hood has a slit to avoid blocking the viewfinder view while delivering superb light shading performance in an attractive design.

8. "Quick Shot" Leather Case (sold separately)

Its shape is defined by the camera. Its color and texture is simply perfect. With its easy-opening design it adds pleasure to photography. Fujifilm's pursuit of excellence is visible in every detail. From the color of the leather, to the spaces between the stitches and its overall beauty. And just to prove that every detail has been considered, the top of the case snaps shut via a hidden magnet rather than a snap - to prevent unnecessary damage to the lens.

9. Metal Lens Cap

Coordinating with the camera's metal top deck, the X100's aluminum lens cap looks the part and fits snugly thanks to its fabric liner attached to its step-machined inner surface.

10. Special TTL Flash (sold separately)

There are two types of external flashes available for the X100 (GN20 and GN42/ISO100·m). With Fujifilm's original high-precision TTL flash technology, you will be in complete control of your flash output.

Functions that will fire your passion for photography.

【 Exposure Control 】

◆ At a glance you know your current Aperture and Shutter settings without powering up

When you hold the camera for a shot, your left hand naturally controls the Aperture Ring and your right comfortably finds the Shutter Speed Dial. Everything is ideally positioned so you can concentrate on composing your shot. You are in complete control with a choice of aperture priority AE, shutter speed priority AE, program AE and manual exposure control.

◆ Adjust directly with Exposure Compensation Dial

For photographers who always want access to detailed exposure control, the Exposure Compensation Dial is positioned in easy reach of your right thumb for smooth ±2EV adjustment in 1/3 EV steps without taking your eye from the viewfinder.

◆ Tweak Exposure with the Command Lever and Command Dial

X100 lets you easily set exposure in 1EV steps with the Aperture Ring and Shutter Dial, but for more detailed adjustment in 1/3 EV steps, you can use the Command Lever to fine tune the aperture setting and the Command Dial to adjust shutter speed.

◆ "T" (Time) & "B" (Bulb) Long Exposure Modes

Turn the shutter speed dial to "T", set a time between 1/2 and 30 seconds (1/3 EV steps), and the countdown begins. In "B" mode, you can keep the shutter open for a maximum of 60 minutes.

◆ Self Timer (2 or 10 seconds)

Use the menu to select the Self Timer function. It is not only great for group photos, but also comes in handy in macro photography and low exposure shots when you want to avoid blur caused by manual shutter release.

◆ Easy-to-use AE/AF Lock Button

With a touch of the special AE/AF Lock button, you can lock both exposure and focus for the subject. Using the setup menu, you can also set the button to lock only AE or AF.

◆ Selectable Metering Modes

From a choice of "MULTI METERING" for accurate response to a variety of lighting conditions, "SPOT" metering for precise reading of approximately 2% of viewfinder area in the center of the screen, and "AVERAGE METERING" for an average exposure setting for the entire scene, you can swiftly select the best metering for your shot.


◆ 3-Stop ND Filter Built into the Lens

X100 incorporates an ND filter in the lens so you can take full advantage of the bright F2 optical excellence. Just turn it ON/OFF in the menu and you are ready for scenes where a slower shutter speed or a more open aperture is desirable.

【 Focusing 】

◆ Selectable AF with a 49-point Metering Matrix

Within the screen, the auto focus area is divided into a 49-point matrix (25 points in the case of OVF). AF accurately and swiftly recognizes the primary subject and brings it into crystal clear focus, and also lets you freely select the position of the AF frame. Using the electronic viewfinder and the LCD monitor, you can also change the AF frame size and pinpoint the focusing.
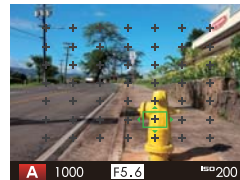
◆ 0.01s Shutter Time Lag – Another Optical Viewfinder Advantage!

In the case of an optical viewfinder, no sensor between your eye and the subject means virtually no shutter time lag and no missed opportunities.

◆ High-speed Contrast Detection Auto Focus

Accelerated by the combination of the high-speed signal readout of the fast CMOS sensor and the newly developed EXR Processor, contrast detection AF delivers a huge leap in speed and precision so you'll never miss a shot.

◆ 2 Manual Focusing Methods

The distance index bar is displayed in the viewfinder together with the depth of field scale and aperture value, providing the user with helpful guides for focusing. Also it is possible to adjust focus by rotating the focus ring while checking the image in Live View. "One touch" focus point zoom is also available to confirm a sharp focus.

◆ AF Assist Lamp for Low-Light Scenes

In low light settings when even the subject is hard to see through the viewfinder, the AF Assist Lamp illuminates the subject and assists Auto Focus.

◆ High-precision AF even when Shooting 10cm Macro Photos

Even in the case of macro photography where depth-of-field is shallow and focusing requires extreme precision, AF delivers superbly sharp focus for subjects as close as 10cm from the lens.

◆ Diopter Adjustment Dial

Located next to the viewfinder, the dial lets you adjust viewfinder focus from -2 to +1m⁻¹ (dpt) to accommodate eyeglass wearers.

【 RAW Shooting 】

◆ RAW Button

Your default format is JPEG, but you want to take the next shot in RAW. With just a touch of the RAW Button, you can switch to JPEG+RAW and capture the next scene in both.

◆ In-camera RAW Converter

The X100's built-in RAW data converter lets you view your results without the need for your PC. In addition to the conversion of RAW data taking into account exposure compensation, white balance and other in-camera image quality control settings, the user can also apply Film Simulation modes in the converter mode.
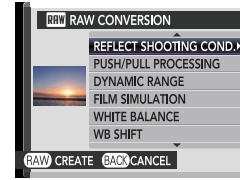
◆ Special X100 RAW Conversion software included

For the management, viewing and converting of RAW image data on your PC, you will find SILKYPIX viewer and RAW conversion software included. (Windows version only.)

【 White Balance Setting 】

◆ Kelvin Value Setting

In addition to Auto White Balance, the X100 also offers a choice of 9 white balance presets to compensate for the color of different light sources. Users can also set a Custom White Balance using a gray card or other surface, or select the optimum Kelvin value.
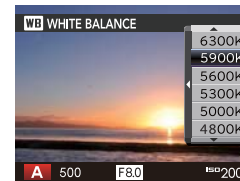
◆ Precise White Balance Setting

For precision correction of white balance or to explore the creative effects you can achieve from filters, the X100 lets you fine tune white balance by adjusting R (red) ⇔ Cy (cyan) and B (blue) ⇔ Ye (yellow) in ±9 steps.

【 ISO Sensitivity 】

◆ ISO200～6400 Sensitivity Setting Range

X100 lets you expand the normal sensitivity range of ISO200~6400 to ISO100~12800. By assigning this setting to the Fn Button, extended sensitivity is available at a touch of a button.

◆ ISO Ceiling Setting & Minimum Shutter Speed Limit

ISO Auto automatically adjusts the ISO within a range of ISO200 to ISO3200 when it is not possible to get an appropriate exposure. With this control, you can freely set an ISO Auto sensitivity ceiling up to ISO3200 and a minimum shutter speed down to 1/4 sec., highly useful as a safeguard against unintentional high-sensitivity shots and blurring caused by camera shake.

【 Image Quality Control 】

◆ Color, Tone & Sharpness Adjustment

Fine-tune image quality with "Color" for color saturation adjustment, "Highlight Tone" and "Shadow Tone" for tweaking contrast in highlights and shadows, and "Sharpness" to stress or soften image outlines. With this detailed image quality control, you can produce an image that precisely matches your creative objective.

◆ 2 Color Space Types

Depending on how you intend to use the image, the X100 lets you choose output color space: sRGB for a standard range of color reproduction on general displays or the broader color rendition of Adobe RGB.

◆ Noise Reduction Control

Depending on whether your priority is the crispness of the resolution or keeping noise reduction to minimum, X100 lets you choose from 5 levels of noise reduction, enabling you to tune the sensitivity-related textural quality when shooting high sensitivity scenes.

【 Continuous Shooting/Bracketing 】

◆ 5fps High Speed Continuous Shooting

The combination of the high readout speed of the CMOS sensor and the improved processing speed of the EXR Processor enables the X100 to shoot 5 frames per second (maximum capacity: 10 frames). Capture a series of exposures of moving subjects and other challenging photographic scenes with high-speed continuous shooting performance and later select the best shot.

◆ Selection of Various Auto Bracketing Functions

Empowering you with a choice of 4 different auto bracketing functions (AE, ISO Sensitivity, Dynamic Range and Film Simulation), the X100 lets you experience a whole world of photographic expression.

AE Bracketing

One press of the shutter captures 3 shots of the same scene at different exposures. AE bracketing can be set in 1/3, 2/3 and 1 EV steps.

+1/3   ±0   −1/3

ISO Sensitivity Bracketing

Based on a single exposure, this bracketing function automatically reproduces the scene as 3 images, each with a different ISO sensitivity and without changing the shutter speed and aperture, letting you capture the moment with varying degrees of brightness. Setting is possible in 1/3, 2/3 and 1 EV steps.

ISO200   ISO400   ISO800

Dynamic Range Bracketing

Select this bracketing mode, press the shutter once and capture 3 exposures of the same scene with high-speed continuous shooting, each at a different dynamic range setting (100%, 200% & 400%).

100%   200%   400%

Film Simulation Bracketing

One press of the shutter produces 3 images of the scene, each with a different Film Simulation effect (PROVIA, Velvia and ASTIA) based on a single exposure.

PROVIA   Velvia   ASTIA

【 Motion Panorama 】

◆ Shoot panorama shots and show them in stunning large-size prints.

As you sweep the camera across the scene, the X100 captures multiple images and seamlessly stitches them together into a single panorama photo. Even when enlarged to an A3-size print, there is virtually no loss of resolution. Holding the camera horizontally or vertically, Motion Panorama lets you shoot 120° or 180° views.

【 Flash 】

◆ Super Intelligent Flash

Adopting Fujifilm's original TTL automatic flash control technology, the built-in high-precision flash system is ready to supplement lighting when shooting small items or capturing special occasions indoors and other low-light scenes. When even more light is required or shooting with the lens hood attached, you can use a separately sold TTL flash.

【 HD Movie 】

◆ Premium Quality Movies

Exploiting the amazing quality and performance of the large CMOS sensor and high-speed processor, the X100 can shoot up to 10 minutes of high-definition movies (720p, 24fps). In addition to full AUTO exposure, users can also shoot with aperture priority AE. Taking advantage of the bright F2 lens, you can capture movies with a softly defocused "bokeh" background. Later with plug-and-play ease, connect the camera directly to your TV with the HDMI cable (sold separately), and enjoy sharing your movies complete with stereo audio on the big screen.

◆ 3× Digital Zoom Movie Shooting

Just press the 🄴 Button any time while shooting to switch to 3× digital zoom, tripling the lens focal length to 105mm (135 equivalent).

【 Power Control System 】

◆ OVF Power Save Mode

If you turn this mode on when using the optical viewfinder, the power saving system is activated, doubling the maximum number of images per full charge from 300 in normal operation. It is ideal for getting the most of your battery capacity and getting a few more valuable shots out of your charge.

※Maximum shots in the case of a fully charged NP-95 lithium battery pack, based on the CIPA (Camera & Imaging Products Association) test standard.

◆ Quick Start Mode

After powering OFF the X100, it enters a "sleep" state for up to 20 minutes. If the power is turned ON during this time, X100 "wakes" in 0.7 sec (compared with a cold start time of 2.2 sec.) and is ready for you to frame and capture the moment.

【 Customization Functions 】

◆ Fn Button for one-touch access to a frequently used function

You can assign any one of the following frequently used functions to the Fn (Function) Button and enjoy smooth one-touch controls during shooting:
○ISO sensitivity (default setting)　○Depth of field confirmation　○Image size　○Image quality mode　○Dynamic range　○Film simulation　○ND filter ON/OFF　○AF mode selection (area selection/auto area)　○Movie shooting　○Custom setting　○Self timer

◆ Save Custom Settings

X100 lets you create, save and instantly recall up to 3 sets of user defined settings covering all parameters from ISO sensitivity and image size to white balance. No fumbling through menus and missing the shot. When the moment comes, you are always ready with your favorite pre-defined settings to smoothly capture the scene.

【 Playback Functions 】

◆ Shooting Data Display

Display exposure and other shooting information at the time the image was taken.

◆ Focus Point Zoom

Zoom in on the focus point of the captured image to check focal precision, blur, etc.
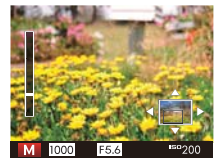
◆ "Red Eye" Correction

X100 can automatically detect and correct red-eye effects in portraits in-camera after the shot is taken. Setting for correction in combination with red-eye reduction flash during shooting is also possible.

◆ Micro Thumbnail View

Display of up to 100 thumbnail images lets users easily view, select and delete multiple images at a time.

◆ Picture Search

Display images by date, photos showing people and other categories for easy searching.

Freedom to express your vision.

【 FILM SIMULATION MODE 】

◆ **Explore new depths of expression in monochrome photography.**

| No filter | Ye filter | R filter | G filter |

Replicating the effects of monochrome film photography, the X100 lets you use color filters to expand your photographic interpretation. Heighten contrast with the Ye filter and R filter. Brighten greens and deepen reds with the G filter. Just as you once selected a filter and printing paper to complement your creative vision, X100 empowers expression with a choice of an array of image quality enhancement functions.
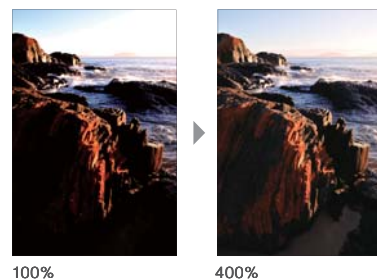
◆ **Reproduce the beauty of color reversal film (Fujichrome) with Film Simulation.**

Just like choosing the ideal film for your creative direction, this easy-to-use mode lets you simulate the color and tonal qualities of color reversal film types loved by professional photographers: the true-to-scene natural look of PROVIA, the vibrant tonality and saturated colors of Velvia, and the silky soft look and beautiful skin tones of ASTIA. X100 makes it simple to take photographs with distinctive Fujichrome color – a quality that only film could previously capture. (Film Simulation bracketing is also possible.)
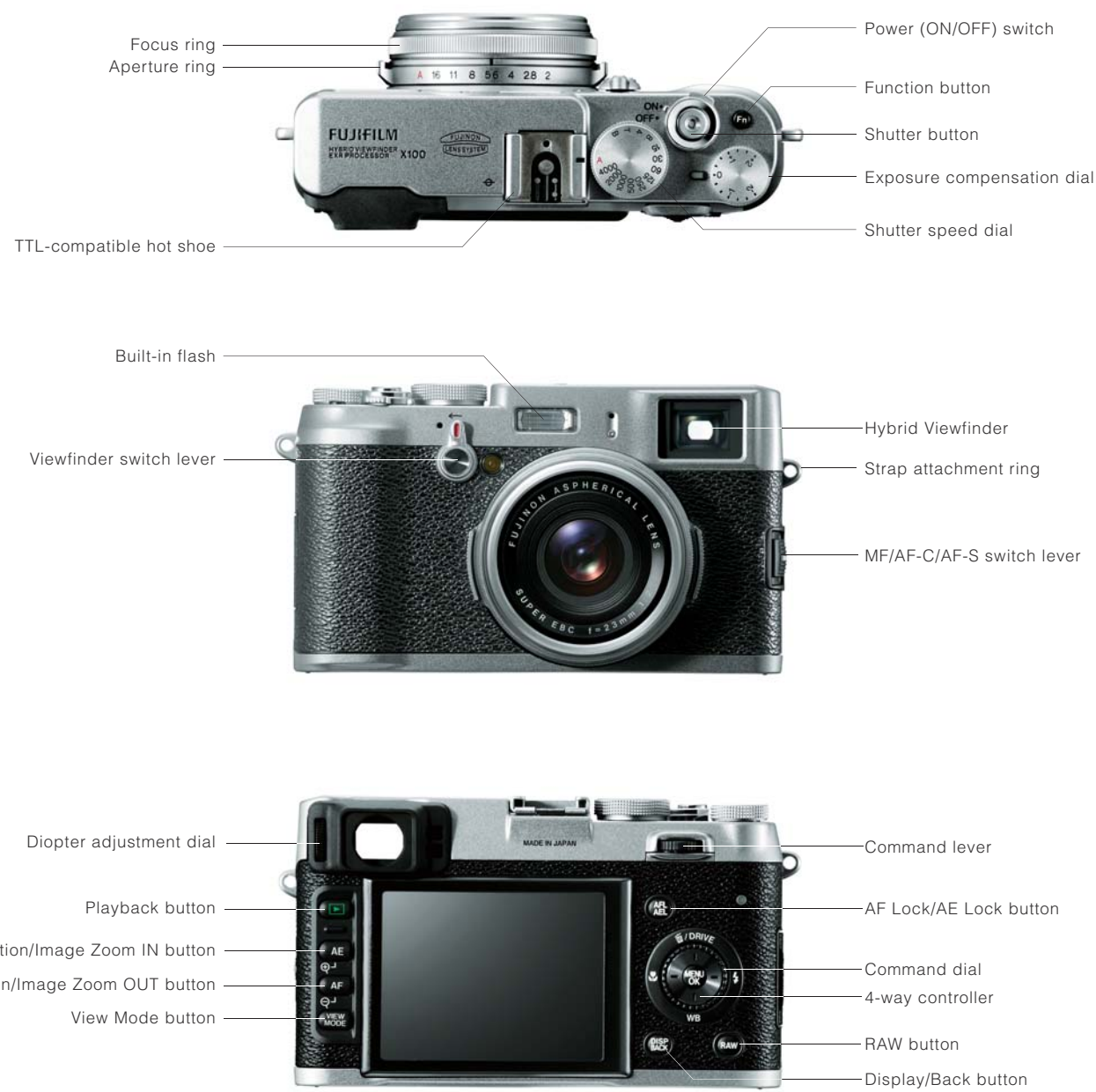
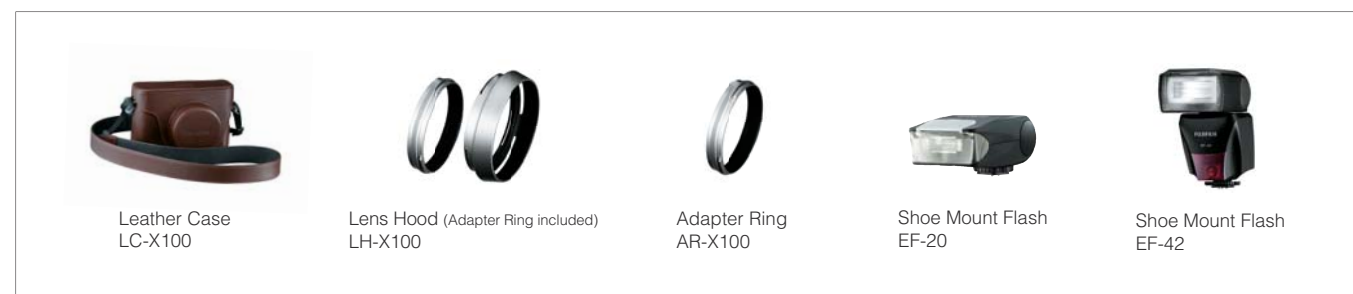| PROVIA | Velvia | ASTIA |

【 Expanded Dynamic Range 】

Dynamic range can be expanded to prevent "blackout" or "washout" of the subject in high contrast lighting and bring out the detail in shadow and highlights. In addition to automatic optimization, the user can manually select 100%, 200% and 400% dynamic range. Capture natural gradations from the brightest to the darkest parts of the image just as the eye sees them.

| 100% | 400% |

Focus ring
Aperture ring
TTL-compatible hot shoe
Power (ON/OFF) switch
Function button
Shutter button
Exposure compensation dial
Shutter speed dial

Built-in flash
Viewfinder switch lever
Hybrid Viewfinder
Strap attachment ring
MF/AF-C/AF-S switch lever

Diopter adjustment dial
Playback button
AE Selection/Image Zoom IN button
AF Selection/Image Zoom OUT button
View Mode button
Command lever
AF Lock/AE Lock button
Command dial
4-way controller
RAW button
Display/Back button

■ Accessories (sold separately)

| Leather Case LC-X100 | Lens Hood (Adapter Ring included) LH-X100 | Adapter Ring AR-X100 | Shoe Mount Flash EF-20 | Shoe Mount Flash EF-42 |

■ Specifications

DIGITAL CAMERA FinePix X100

Model Name	FinePix X100	
Number of effective pixels	12.3million pixels	
Image sensor	23.6mm×15.8mm (APS-C) CMOS with primary color filter	
Storage media	Internal memory (Approx. 20MB) SD memory card / SDHC memory card / SDXC(UHS-I) memory card*¹	
File format (still image) (movie)	JPEG (Exif Ver 2.3*²), RAW (RAF format), RAW+JPEG (Design rule for Camera File system compliant / DPOF-compatible) H.264 (MOV) with Stereo sound	
Number of recorded pixels	L : 3:2 4,288×2,848 L : 16:9 4,288 × 2,416 M : 3:2 3,072×2,048 M : 16:9 3,072 × 1,728 S : 3:2 2,176×1,448 S : 16:9 1,920 × 1,080 <Motion Panorama> 180° Vertical 7680 × 2160 Horizontal 7680 × 1440 120° Vertical 5120 × 2160 Horizontal 5120 × 1440	
Lens (name) (focal length) (full-aperture) (constitution)	Fujinon Single focal length lens f=23mm, equivalent to 35mm on a 35mm camera F2 6 groups 8 lenses (1 aspherical glass molded lens included)	
Aperture	F2 - F16 1/3EV step (controlled with 9-blade aperture diaphragm)	
Focus distance (from lens surface)	Normal : Approx. 80cm / 2.6 ft. to infinity Macro: Approx.10cm - 2.0m / 3.9 in.- 6.6 ft.	
Sensitivity	Equivalent to ISO 200 - 6400 (Standard Output Sensitivity) Extended output sensitivity equivalent ISO 100 or 12800 ISO AUTO Control available	
Exposure control	TTL 256-zones metering, Multi / Spot / Average	
Exposure mode	Programmed AE, Shutter priority AE, Aperture priority AE, Manual exposure	
Exposure compensation	-2.0EV - +2.0EV 1/3EV step	
Shutter speed (with mechanical shutter)	(P mode) 1/4 sec. to 1/4000* sec., (All other modes) 30 sec. to 1/4000* sec. Bulb (max 60min.) *1/4000sec at F 8 or smaller apeture, 1/1000 sec at F 2	
Continuous shooting	Up to 10 /JPEG Up to 8 /RAW or RAW+JPEG 5 / 3 fps selectable	
Auto bracketing	AE Bracketing (±1/3EV, ±2/3EV, ±1EV) Film Simulation Bracketing (PROVIA / Standard, Velvia / Vivid, ASTIA / Soft) Dynamic Range Bracketing (100%, 200%, 400%) ISO sensitivity Bracketing (±1/3EV, ±2/3EV, ±1EV)	
Focus (mode) (type) (AF frame selection)	Single AF / Continuous AF/MF Distance Indicator TTL contrast AF, AF assist illuminator available Area / Multi	
White balance	Automatic scene recognition Preset: Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light, Underwater, Custom, Color temperature selection	
Self-timer	Approx. 10sec. / 2sec. Delay	
Flash	Auto flash (super intelligent flash) Effective range: (ISO 1600) approx. 50 cm – 9 m / 1.6 ft. – 29.5. ft.	
Flash modes	Red-eye removal OFF: Auto, Forced Flash, Suppressed Flash, Slow Synchro. Red-eye removal ON:Red-eye Reduction Auto, Red-eye Reduction & Forced Flash, Suppressed Flash, Red-eye Reduction & Slow Synchro.	
Hot shoe	Yes (dedicated TTL Flash compatible)	
Viewfinder	Hybrid viewfinder Optical viewfinder Reverse Galilean viewfinder with electronic bright frame display 0.5 x magnifications Coverage of frame area v.s. capturing area : approx. 90% Electronic viewfinder 0.47-in., approx.1,440,000-dots color LCD viewfinder Coverage of viewing area v.s capturing area : approx. 100% Eye sensor installed Eye point : approx. 15 mm Diopter adjustment : –2 – +1m⁻¹ (dpt)	
LCD monitor	2.8-inch, approx. 460,000 dots, TFT color LCD monitor (Approx. 100% coverage)	
Movie recording	1280 x 720 pixels (24frames / sec.) with stereo sound Individual movies can not exceed 10 minutes in length.	
Photography functions	Select custom setting, Motion panorama, Color space, Film simulation, Auto red-eye removal, Framing guideline, Frame No. memory, Histogram display, Preview depth of focus, Focus check, Electronic level, One-touch RAW	
Playback functions	RAW conversing, Image rotate, Photobook assist, Erase selected frames, image search, Multi-frame playback (with micro thumbnail), Slide show, Mark for upload, Protect, Crop, Resize, Protect, Panorama, Favorites	
Other functions	PictBridge, Exif Print, 35 languages selection, Time difference, Quick start mode, OVF power save mode, Silent mode, Shutter sound select	
Terminal (Digital interface) (HD output)	USB 2.0 High-Speed HDMI mini connector	
Power supply	NP-95 Li-ion battery (included)	
Dimensions	126.5 (W) mm x 74.4 (H) mm x 53.9 (D) mm / 5.0in.(W) x 2.9in. (H) x 2.1 in. (D) (Minimum thickness : 31.0mm / 1.2in.)	
Weight	Approx. 405 g /14.3 oz. (excluding accessories, battery and memory card) Approx. 445g / 15.7 oz. (including battery) and memory card)	
Operating Temperature	0°C - 40°C	
Operating Humidity	10 - 80% (no condensation)	
Guide to the number of available frames for battery operation	Approx. 300 frames	
Starting up period	Approx. 2.2 sec. (Approx 0.7 sec at QUICK START mode) * evaluated by FUJIFILM method	
Accessories included	Li-ion battery NP-95, Battery charger BC-65N, Shoulder strap, USB cable for the FinePix X100, Lens cap, Metal strap clip Protective cover, Clip attaching tool, CD-ROM (Viewer software, Raw File Converter etc.*³), Owner's manual	

＊ 1 Please see the Fujifilm website to check memory card compatibility. ＊ 2 Exif 2.3 is a digital camera file format that contains a variety of shooting information for optimal printing.
＊ 3 OS compatibility Viewer software : Windows7/Vista/XP, Mac OS X 10.9-10.6   Raw File Converter : Windows7/Vista/XP

■ Photo data for preface photos

| F8, 1/480sec | F2, 1/60sec | F4, 1/75sec | F5.6, 1/150sec | F5.6, 1/450sec | F5.6, 1/320sec | F5.6, 1/640sec | F11, 1/8sec |
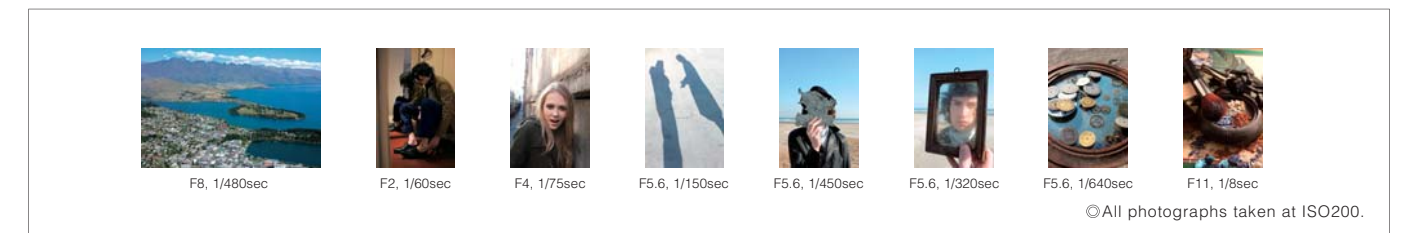
◎All photographs taken at ISO200.