Fujifilm will launch ultra-high image quality medium format mirrorless camera “FUJIFILM GFX 50S” and its exclusive interchangeable lens lineup “FUJINON GF Lenses”

Fujifilm announced that, in late February 2017, it will release the FUJIFILM GFX 50S (GFX 50S) medium format mirrorless digital camera, adopting a 43.8x32.9mm medium format (FUJIFILM G Format) sensor, 1.7 times bigger compared to the medium size (35mm full size*) image sensor and 3 kinds of FUJINON GF lenses, interchangeable lenses basis for large format. Featuring 51.4 MP CMOS sensor, X-Processor Pro image processing engine, the accumulation of image design technology from over 80 years of experience and faithfully inheriting the design philosophy of FUJINON lenses, highly evaluated and trusted by photographers from all over the world for many years, the GFX 50S achieves the highest ever image quality from Fujifilm.

It will also release the standard lens “FUJINON GF63mmF2.8 R WR”, standard zoom lens “FUJINON GF32-64mmF4 R LM WR” and medium telephoto macro lens “FUJINON GF120mmF4 R LM OIS WR Macro” interchangeable lenses.

* sensor size 36x24mm. Many DSLR cameras adopt this sensor.

Fujifilm will launch “FUJIFILM X100F” and “FUJIFILM X-T20”

On February 23th 2017, Fujifilm will launch the latest premium compact digital camera, FUJIFILM X100F which is the latest “X Series” that uses original color reproduction technologies to achieve premium image quality and features the unique Advanced Hybrid Viewfinder that can be switched between optical viewfinder and electronic viewfinder. It will also launch the compact and lightweight FUJIFILM X-T20, which is lightweight body, adopts high-speed response and it is superior to operability. Both FUJIFILM X100F and FUJIFILM X-T20 feature the 24.3MP X-Trans™ CMOS III**, an APS-C sensor with no low-pass filter and X-Processor Pro image processing engine. FUJIFILM X100F features the latest image sensor and high-speed image processing engine to deliver the highest level of image quality and mobility in the series. FUJIFILM X-T20 features the latest image sensor, the engine for outstanding image quality and an advanced AF algorithm that allows for high-speed and high precision AF and avoid missing crucial moments shooting a moving subject.

** X-Trans™ is a trademark or registered trademark of FUJIFILM Corporation.