

DIWA Gold Award to Fujifilm FinePix S9500 megazoom camera

Fujifilm has established a successful tradition in developing digital cameras with long zoom lenses. The FinePix S9500 is their current flagship, featuring a 9 Mp high sensitivity Super CCD HR image sensor and a 10.7x wide-to-tele zoom lens. A wide range of options makes the FinePix S9500 equally suitable for the experienced photographer and the novice, solving virtually any photographic task.

Amsterdam, 21. November, 2005 – DIWA (Digital Imaging Websites Association), a world-wide organisation of collaborating websites within digital imaging, today announces a DIWA Gold Award to the 9 Megapixel Fujifilm FinePix S9500 digital megazoom camera.

Image quality is fundamentally depending on two vital elements in a digital camera, the image sensor and the lens. In both respects, Fujifilm is in full control. Their successful development of the unique Super CCD image sensors is a key factor in the S9500, with remarkable 9 Mp resolution and wide sensitivity range, between ISO 80 and ISO 1600. Also the lens exhibits unique features with 10.7x zoom range from 28 mm wide angle to 300 mm supertele, high f/2.8-f/4.9 lens speed and 1 cm supermacro. This magnum lens is still surprisingly compact, beautifully integrated into the S9500 SLR-like camera body.

Optimum user friendliness is granted by two conventional rings for zooming and manual focussing, assisted by enlarged image for precision control. The bright and high resolution (235.000 dots) electronic viewfinder also features 100% coverage, dioptre adjustment and full information display. User friendliness is also distinguished by the flexible 1.8" LCD screen for high and low shooting angle.

Kai Thon, DIWA's test manager comments: "The FinePix S9500 is a compact package that will solve most photographic challenges from virtually any photographer, professional and amateur alike. It is also very budget-friendly, considering the price of any 28-300 mm f/2.8-4.9 zoom lens with super macro capability as close as 1 cm, not to forget the well reputed Super CCD HR image sensor with 9 Mp resolution and many professional-like features. DIWA experts found the FinePix S9500 to be a perfect assembly of imaging essentials built into a user-friendly body at a very competitive price."

Meeting the demands of ambitious photo hobbyists, the FinePix S9500 is equipped with a multitude of options for customising image quality, such as RAW and JPEG formats, fully automatic and manual control over exposure, white balance and flash, live histogram, creative colour settings and adjustable parameters for image processing, as well as USB 2.0 High Speed interface. The powerful pop-up flash lifts almost 9 cm above the lens to minimize the risk of red eyes and provides up to 5.6 m flash range. Fast auto focussing even in dim light is guaranteed by the ingenious pattern projecting AF-lamp.

Continuous shooting is handled by Fujifilm's clever 4-image pre/post option with 1.9 fps, supplemented by high quality VGA movie shooting with 30 fps, voice narration to still images, hybrid auto focus with selectable focusing points, continuous AF, grid display for composition ease and a multitude of other useful features. First and foremost, however, it's the fundamentals of the camera, such as ergonomic design, wise assortment of creative options and high image quality that made the Fujifilm FinePix S9500 worthy of a DIWA Gold Award.



About DIWA

A fast growing independent, authoritative, industry organization

The Digital Imaging Websites Association (DIWA) is a fast growing group of independent Web-based specialist publications dedicated to digital imaging. DIWA harnesses the collective talent and expertise of its members, resulting in industry awards that command unparalleled confidence and value, both for consumers and the industry, alike. DIWA awards come in the form of bronze, silver and gold medals for various product categories.

Unique bullet-proof test scoring procedure

DIWA product test awards are exclusively decided through the analysis of multiple test scores from different DIWA testers, testing different samples of the same product. A very detailed and comprehensive standardized scoring procedure is employed, tailored carefully for each category of product. Multiple testing eliminates the chance of an isolated, unrepresentative product sample or test error, or even hidden bias, from affecting the trustworthiness of the overall result.

Awards throughout the year

DIWA is also unique in its policy in issuing awards for deserving products throughout the year, culminating in an annual best of the year Platinum medal awards in all product categories.

DIWA Awards members:

- Czech Republic: www.fotoaparar.cz
- Denmark: www.digitalmagasinet.dk
- Germany: www.digitalkamera.de
- Netherlands: www.letsqodigital.org
- Norway: www.digit.no
- Poland: www.fotopolis.pl
- Slovenia: www.e-fotografija.com
- Spain: www.nuevafotografia.com
- Turkey: www.diginorm.com.tr
- United Kingdom: www.photographyblog.com
- United States: www.steves-digicams.com

The DIWA multi-lingual Web site

At the heart of the DIWA organisation is its multi-lingual Web site, www.diwa-awards.com, where you can find links to the latest reviews published by DIWA member publications. The site also archives DIWA awards and is designed to aid consumers in their choice of imaging products.

For further information about DIWA please visit our Web site - <http://www.diwa-awards.com> - or email us at info@diwa-awards.com.