

Fujifilm FinePix F10 gets DIWA Gold Award for outstanding performance

With the FinePix F10, Fujifilm has elevated mini-compact digicams to a new level. With the low-noise, high sensitivity Super CCD HR, the camera is exceptionally versatile for any subject and lighting condition, adding boost to flash photography. Also, the F10 is extraordinary fast and features one of the best auto focus systems available.

Amsterdam, 29. July, 2005 – DIWA (Digital Imaging Websites Association), a world-wide organisation of collaborating websites within digital imaging, today announces a DIWA Gold Award to the palm-sized 6.3 Megapixel Fujifilm FinePix F10 digital camera.

Built on extensive know-how from camera design and manufacture, undisputed expertise from analogue and digital photographic technologies and Fujifilm's successful development of the unique Super CCD image sensors, the FinePix F10 has all these fine achievements onboard. The F10 has a solid and robust metal body, small, yet user friendly, with a sensible selection of automatic functions and manual overrides.

Implemented is the 5. generation of Fujifilm's renowned Super CCD image sensors, in a 1/1.7" HR version with no less than 6.3 million pixels and sensitivities equivalent to ISO 80 to ISO 1600, all with remarkably low image noise. This also provides 6.5 m flash range and extremely fast and sensitive auto focussing, assisted by a powerful AF lamp. Accompanied by a 2.5" (6.4 cm) LCD screen, intuitive controls and a newly designed menu system, the F10 is also very user friendly.

Kai Thon, DIWA's test manager comments: "Most digital cameras struggle under poor lighting conditions, due to failing auto focus, weak flash and/or insufficient shutter capabilities. The FinePix F10 is the exception that confirms this rule. Thanks to extensive update of the Super CCD HR image sensor and related functions, the F10 fearlessly challenges most shooting conditions and delivers outstanding results, superseding far more advanced camera models. The DIWA group of experts unanimously ranked the FinePix F10 to be one of the best mini-compacts ever."

Targeted for casual family photographers, the F10 has a sharp 3x Fujinon zoom lens with 2 cm macro, six scene selections and fully automatic controls. Yet, it also offers numerous advanced features, such as continuous shooting with 2.2 fps, high quality VGA movies with 30 fps, voice narration to still images, continuous auto focus, grid display for composition ease, instant full brightness LCD screen, three metering modes, manual white balance control, shutter speeds to 15 seconds, USB 2.0 Hi-Speed and much more. A newly developed universal connection adapter functions as a "docking station" and the camera comes with a power adapter included.

Despite its compact design, the F10 has surprisingly good ergonomic design for secure and comfortable handling and shooting, delivering brilliant image quality with lifelike colour rendition, stable and precise exposure, as well as the best lowlight performance in its class, all qualifying for 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.letsgodigital.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.