

## Fujifilm FinePix S2500HD - 12 MegaPixels, 18x Fujinon Long-Zoom Lens

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FUJIFILM is reportedly proud to announce the release of the new FinePix S2500HD - a compact and portable 12 mega pixel digital camera with high performance Fujinon long-zoom lens, that promises to promote digital photography to the next level.



Speaking on this occasion Mr. Kenichi Tanaka, Managing Director, Fujifilm India, has reportedly said, "Built around 18x Fujinon lens and Fujifilm's proprietary image processing, the new FinePix S2500HD delivers remarkably high quality results all the way from wide angle through to telephoto. With unique easy-grip styling, and its small, lightweight design, this model is sturdy enough and can be easily carried around."

Sharing his viewpoints on the high performance Fujinon long-zoom lens, Mr. A. Rajkumar, Country General Manager (DSC), Fujifilm India, has reportedly stated, "Fujifilm FinePix S2500HD boasts a 28mm wide-angle start to the zoom range and extends it up to an impressive 504mm at telephoto (18x). From sweeping landscapes,

interiors and large group shots to distant sports or wildlife action, FinePix S2500HD is ready for every photographic challenge thrown at it.”

It is said to incorporate a mechanically fortified CCD sensor and high ISO sensitivity (ISO 6400) to provide anti-blur protection and thereby minimize the blurring effect of both hand-shake and subject movement to provide sharp, clear and high quality images even at the longest zoom settings or in the most mediocre lighting conditions. Fujifilm FinePix S2500HD promises to give you the flexibility of framing your shots using the high quality electronic viewfinder or the large, bright 3.0-inch LCD screen. Irrespective of the option you choose, both are expected to offer high resolution image playback at a fast frame rate of 60 fps (frames per second).

Apparently, FinePix S2500HD employs Fujifilm’s Scene Recognition Auto (SR Auto) function to intelligently select the scene mode and the ambient shooting conditions. The camera settings are said to adjust accordingly, optimizing performance results and enabling the user to take high quality snapshots. FinePix S2500HD is reportedly designed to capture HD videos and HD images enabling you to play them back on any HD ready television for the ultimate viewing experience. Additionally, the FinePix S2500HD introduces a HDMI mini port, which could be connected to a HD ready TV directly, using a HDMI cable.

FinePix S2500HD also introduces Tracking Auto Focus function. This handy function purportedly allows you to track moving subjects by half-pressing the shutter button, and ensures that while capturing a shot your subject is automatically framed in the center of the viewfinder and in perfect focus, leaving no chance for frustrating missed shots! To further enhance the existing face detection system, Fujifilm has reportedly added two interesting and valuable features: Smile & Shoot Mode which can recognize the precise moment your subject smiles and is programmed to release the shutter only at that instant, ensuring that all your photos are memorable ones. In addition, the Blink Detection feature is expected to warn you if any of the subjects in the viewfinder have blinked, so that you can re-shoot the photo if necessary.

Instant Zoom is said to be another versatile feature which enables the user to keep the subject in frame even at long distances, by offering a wide field of view around the frame and then zooming in to the subject once the snapshot is taken. In addition, the innovative Zoom Bracketing feature is said to enable three shots to be taken at the single click of the button, at varying degrees of magnification (original, 1.4x and 2.0x). This apparently unlocks instant editing on the camera to select the ideal shot, rather than having to revert to a PC to facilitate a digital crop.

The famed Panorama mode is meant to allow you to take a series of pictures and then stitch them together to create an impressive continuous shot of a landscape or a large group photo. This new model is said to feature impressive pre-programmed scene modes, incorporating a one-touch setting for almost every possible situation, including: Portrait, Landscape, Sport, Night, Fireworks, Sunset, Snow, Beach, Party, Flower, and Text. The new S2500HD is said to possess advanced burst capabilities to quickly shoot two images in rapid succession - one with the flash and one without and save both. This handy function is meant to allow users perform an image comparison at their convenience and select the most appealing image. It is also said to feature Programmed AE, Shutter Priority AE, and Manual mode with extensive metering and focus options for the advanced & the adventurous users alike.

New Auto Picture Rotation is a function that reportedly ensures your photos are always the right way up in playback. Whether you have taken a landscape or portrait image, you are guaranteed to enjoy your pictures whichever way around you are holding the camera, as the image is programmed to rotate in the screen to suit. Last but not the least, the Micro Thumbnail - a playback feature that is meant to allow for an index-style image viewing on the LCD. The FinePix S2500HD is rated to show up to 100 images in micro form and the control buttons are meant to select specific images. The feature-rich FinePix S2500 HD makes its domineering presence felt in the Indian market with a competitive price tag of Rs.16,999.

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