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**FUJIFILM INTRODUCES THE REVOLUTIONARY
X-PRO1 INTERCHANGEABLE LENS DIGITAL CAMERA SYSTEM**

Featuring the New X-Trans CMOS sensor™, FUJIFILM original X-Mount and New Hybrid Multi Viewfinder, the X-Pro1 Delivers Outstanding Image Quality.

Mississauga, ON, January 9, 2012 – FUJIFILM Canada Inc. proudly debuts the newest and most advanced addition to its premium, high quality X-Series digital camera line-up – the FUJIFILM X-Pro1 interchangeable lens digital camera system.

With a brand new, custom developed 16MP APS-C X-Trans CMOS sensor™, incorporating a newly developed filter array and Fujifilm's proprietary EXR Processor technology, the FUJIFILM X-Pro1 is poised to deliver superlative image quality. Taking another decisive step into the premium camera market, Fujifilm has taken the X-Pro1 to the next level featuring a New Hybrid Multi Viewfinder and three prime interchangeable FUJINON lenses.

The FUJIFILM X-Pro1 digital camera not only promises to carve out a distinct position in the premium camera category, but it also promises to reward X-Series loyalists with a camera system that surpasses their expectations.

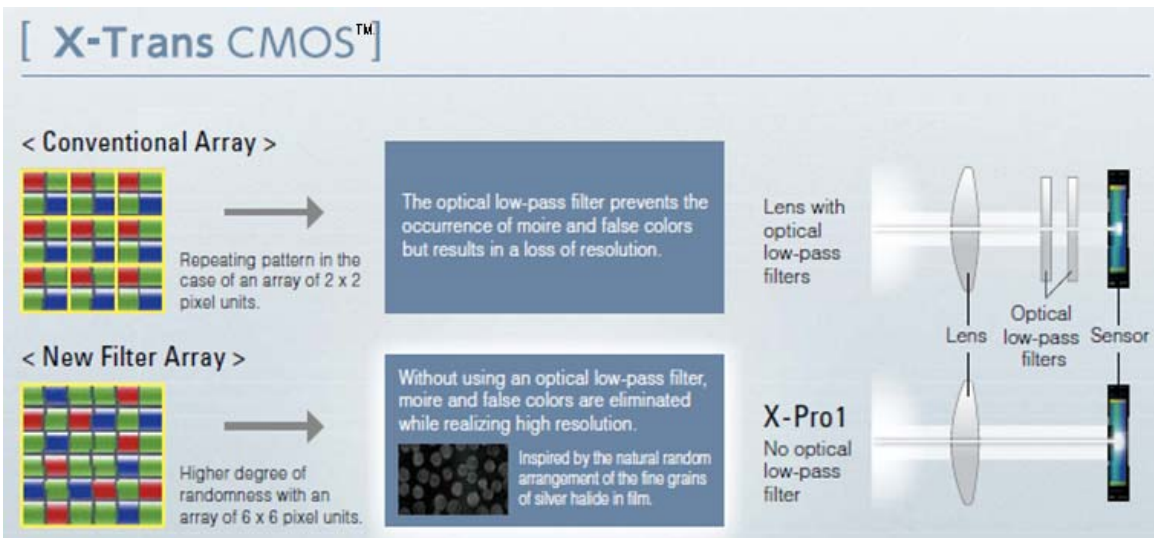
"Fujifilm puts great emphasis on producing outstanding image quality, and with the X-Pro1, we are proud to offer an interchangeable lens system that performs to the highest professional caliber," said Greg Poole, Vice President, Imaging and Recording Media Products, FUJIFILM Canada. "Each element is the product of Fujifilm's commitment to uncompromising quality. With its custom APS-C X-Trans CMOS sensor™, unique Hybrid Multi Viewfinder and three interchangeable lenses, the X-Pro1 is poised to become the new standard for photographers."

Setting new standards in image resolution

Fujifilm has developed a new CMOS sensor called the X-Trans CMOS™. The X-Trans CMOS™ sensor is capable of delivering resolution that is superior to other APS-C sensors.

The new colour filter array paves the way for an ideal sensor that does not need an optical low-pass filter. While the optical low-pass filter is indispensable for the reduction of moiré and false colour generated by conventional sensors, it also degrades resolution. Fujifilm has developed a new colour filter array that is inspired by the random arrangement of fine film grain, removing the need for an optical low-pass filter. In the array, RGB pixels are arranged in 6x6 pixel sets with high aperiodicity (randomness). Increasing the degree of randomness eliminates the fundamental cause of moiré and false colours – a problem that occurs in conventional arrays when shooting stripes and other repeating patterns. The presence of an R, G and B pixel in every vertical and horizontal pixel series minimizes the generation of false colours and delivers higher colour reproduction.

As a result of using a film-inspired array, a more powerful processor is required to process the image signal data. So Fujifilm has developed the **EXR Processor Pro**. This technology will maximize the full potential of the X-Trans CMOS™ sensor, delivering high speed and high precision image processing.



Prime FUJINON XF lenses deliver the highest image quality

FUJINON lenses have long been associated with delivering high quality images, with optics used for both broadcast TV and medium format cameras. Now the expertise borne out of this enviable optical heritage has been put into lenses for the FUJIFILM X-Pro1.

Three compact XF FUJINON fast aperture prime lenses will be available at launch. The **XF18mmF2 R** (27mm equivalent) f/2.0, **XF 35mmF1.4 R** (53mm equivalent) f/1.4, and **XF60mmF2.4 R Macro** (90mm equivalent) F/2.4 are all bright, compact and designed to deliver sharp, clear images of uncompromising quality. They offer precise control over depth-of-field and deliver excellent bokeh effects thanks to the design of the molded aperture diaphragm blades. The blades are curved to create a circular image at all aperture settings, while the very edges of each blade are meticulously rounded off rather than simply cut off, which delivers a sharper image. In addition, the solid feel of the high-quality metal barrel and detailed exposure setting in 1/3 step increments using the aperture ring fuel your desire to capture more photos with every shot.

To support the X-PRO1, Fujifilm will be releasing several more XF FUJINON fast aperture lenses in the future, including a telephoto lens. More details will be available later this year.

FUJIFILM original “X-Mount” maximizes lens performance

Specifically designed to maximize the mirrorless design of the body, the X-Mount has a short flange back distance of just 17.7mm. This means the rear lens elements are as close as possible to the sensor. The wide opening allows the lens to be mounted deeper within the body – up to 7.5mm (approximately) from the mount surface – reducing the back focus distance of each lens to the minimum possible, achieving high resolution to the edge of the image.

Hybrid Multi Viewfinder – seeing is believing

First introduced in the FUJIFILM X100 digital camera, Fujifilm’s revolutionary Hybrid Viewfinder has the ability to instantly switch between an Optical Viewfinder and Electronic Viewfinder. The Hybrid Viewfinder has added a new dimension to composing photographs. For the brightest viewing image, and to keep shutter lag to a minimum, users can choose the Optical Viewfinder. Those wanting focus confirmation, exposure information, white balance information and depth of field indicators can switch to the Electronic Viewfinder.

The Electronic Viewfinder provides an excellent “Live View” of your composition. This fusion of technologies allows users to compose their images through a bright viewfinder yet has the option to overlay vital picture-taking information when required.

Changing between the two viewfinders is simple, thanks to the switch on the front of the X-Pro1 body. When attaching a FUJINON XF-series lens on the X-Pro1, both the viewfinder magnification and bright frame size automatically switch to support the lens focal length. Viewfinder magnification switches to 0.37x for the 18mm lens, and to 0.60x when the 35mm or 60mm lens is mounted, letting you compose your shot with the bright, crystal clarity of an optical image. The X-Pro1 also gives you the freedom to manually set a focal distance and switch between viewfinder magnifications.

Cutting edge technology in a gorgeous camera body

The X-Pro1’s magnesium alloy chassis and improved user interface are a testament to Fujifilm’s unyielding attention to quality and the photographic needs of professionals. From the exact and deliberate placement of the buttons to the precision milled dials, the X-Pro1 beautifully encompasses all that is needed to deliver high quality photography. The top and base are made from die-cast aluminum alloy which, combined with high quality touches like precise engraving on the top-plate and hand-enameled lettering on the lenses, illustrates how the entire X-Pro1 system is designed and built without compromise.

This eye for detail extends to the shutter speed dial and exposure compensation control that is precision milled from solid metal. Details like the shutter speed dial lock mechanism and the recessed exposure compensation dial are designed to prevent accidental movement of settings. The knurled finish on the sides of the dials features rows of minutely milled squared pyramids for superb grip and confidence.

“Made in Japan”, a well-known mark of quality, confirms that every part of the construction has met Fujifilm’s highest standards.

The lightweight, precision-milled lens hood (included with the lens) has been exclusively designed and machined from aluminum for the FUJINON XF lens. Its compact size delivers superb light shading performance in a design that perfectly matches X-Pro1 styling. Diameters of the aperture and focus rings of the three FUJINON XF-series interchangeable lenses are only

slightly larger than the barrel for sleek uniformity of design. Precision machined from metal, the reassuring click of the aperture ring at each setting and the comfortable torque resistance when operating the focus ring enhances the shooting experience.

The X-Pro1's leather-like finish is designed for quality look and durability. The synthetic leather offers resistance to the elements, while an original manufacturing process produces a texture with the look and feel of authentic leather. X-Pro1 has been designed with the photographer's comfort in mind with the natural fit of the eyepiece providing excellent shielding from light leakage. An optional dioptic adjustment lens can also be attached.

Extending Fujifilm's photo film legacy

In film cameras, capturing multiple exposures is the technique of superimposing one image on another by double exposing a single frame of film. Through advanced digital processing, the X-Pro1 can simulate this technique by simply selecting the **Multiple Exposure mode** and taking the first shot. By viewing the image through the Hybrid Multi Viewfinder or on the LCD screen, the photographer can see how the finished multiple exposure will look, then precisely frame the second shot.

Further enhancements have been made to Film Simulation modes with the new **Professional Colour Negative Film Modes** (Pro Neg. Std and Pro Neg. Hi) designed for X-Pro1 users working in the studio. The X-Pro1 also offers Film Simulation bracketing, along with AE, Dynamic and ISO bracketing; plus the ability to capture the colours and tonal qualities of popular FUJIFILM emulsions through the vibrant colours of Velvia, the softer skin tones of ASTIA and the natural look of PROVIA.

Replicating the effects of monochrome film photography, the X-Pro1 lets you use colour filters to expand your photographic interpretation. Heighten contrast with the yellow and red filter, or brighten greens and deepen reds with the green filter. Just as professional film photographers once selected a filter and printing paper to complement their creative vision, you can easily fine tune image quality with these filters. For those after a more nostalgic theme, there is also a sepia filter.

Premium Accessory Lineup

The FinePix X-Pro1 has these additional premium accessory options that are sold separately:

Hand Grip, HG-XPro1 - Giving you more secure and balanced handling of the camera, the X-Pro1 accessory grip smoothly molds to the lines of the camera body for a uniform look. The grip helps balance the weight of the camera body, allowing for a more comfortable hold.

Shoe Mount Flash EF-X20 – Designed to match X-Pro1's distinctive styling, a single dial lets you choose between two modes: *AUTO* - automatically optimizes flash for both outdoor daylight and dark indoor shots; and *MANUAL* - for hands-on control. In addition, the built-in flash diffuser has an easy one-touch process to soften harsh flash effects.

Leather Case LC-XPro1* - Beautifully molded to protect the X-Pro1, this leather case is designed to allow fast access for easy shooting. Attention has been given to every detail, from the colour and spacing of the stitches to the use of a hidden magnet rather than a snap for closing the case. The premium case comes with an authentic leather neck-strap and hood case.

Protector Filter 39mm and Protector Filter 52mm – These protection filters have high transmissivity without affecting the visible light and the Super EBC coating effectively controls harmful borrowed light. The frame of the filters has a semi gloss black finish while the inner filter ring is finished in a matte black to minimize reflections.

M Mount Adapter Planned

Fujifilm will be offering an adapter that will allow X-Pro1 customers to use M mount lenses. More details will be available in the near future.

The FUJIFILM X-Pro1 will be available in February 2012, and the price will be announced in late January 2012. For more information, go to www.fujifilm.ca/XPRO1 or check out the Fuji Guys videos at www.youtube.com/fuji guys.

*Case not suitable for FUJINON XF60mm lens

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