

FUJIFILM

www.finepix-x100.com



FINEPIX X100

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http://www.fujifilm.com/products/digital_cameras/index.html

FUJIFILM
FUJIFILM Corporation

Ref.No.EB-1041E (SK・11・02・F2586・F9711) Printed in Japan ©2011 FUJIFILM Corporation

FUJIFILM FinePix. More than you imagined.

For the moments that move you.



Suddenly you see something that you just have to photograph.

You instantly feel the need to capture the moment and share that same sensation with others.

From the tiniest details that moved you to press the shutter at that precise moment, and capture it exactly as you saw it...

One look at the image you've taken shows that the X100

is much more than just a high precision instrument.

In fact it's an extension of your personality.

Punctuating the day with endless hours of enjoyment.

That is the real beauty of the X100.

FinePix X100



Make your lens tell the truth.



Seeking that true-to-life shot, your heart encompasses your subject and your lens follows.

With crystal clarity, the fixed focal length lens responds perfectly for beautiful un-enhanced honesty.

That moment arrives when you connect and suddenly you have gone beyond a look or an expression and have captured the soul of your subject.



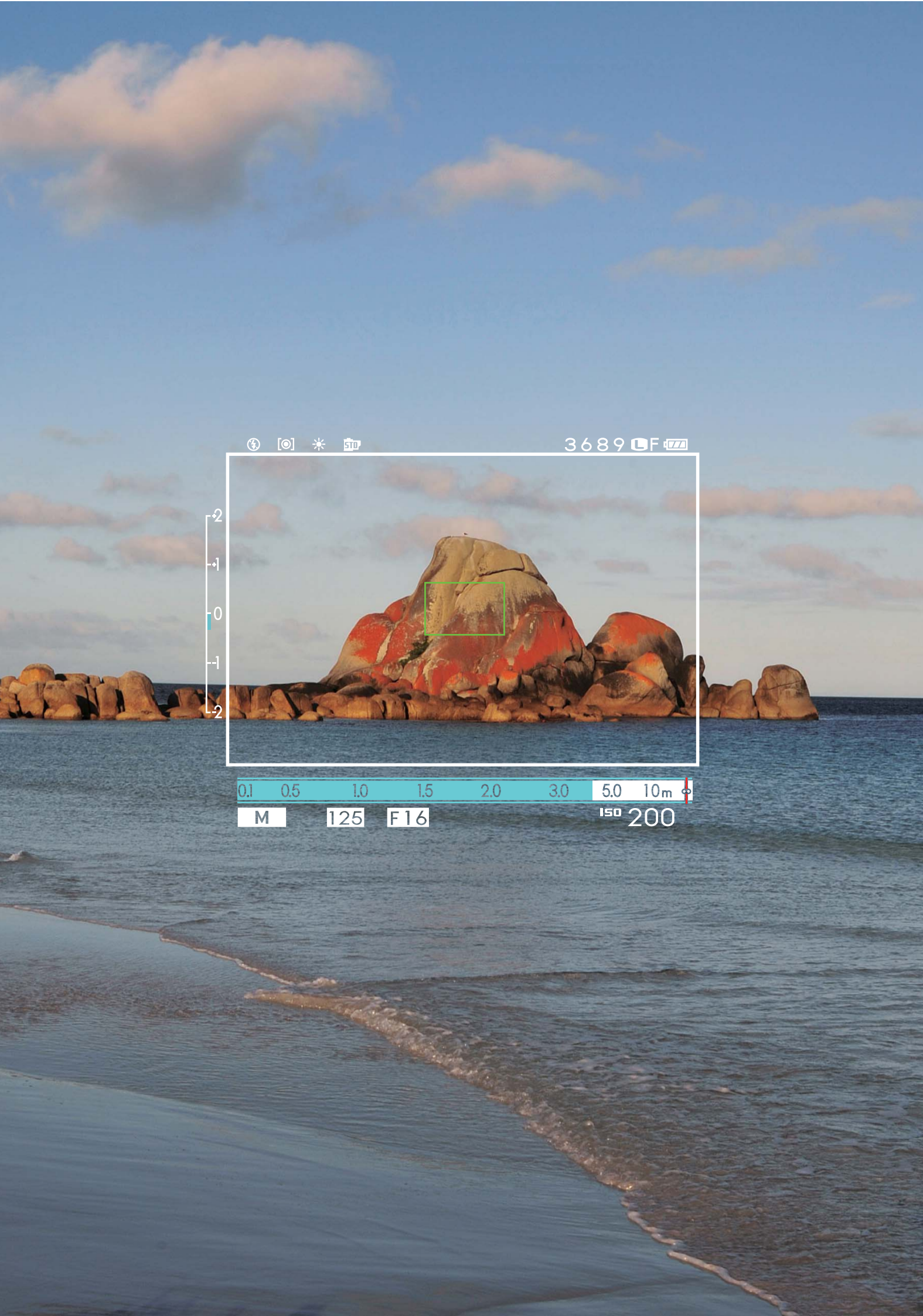


An adventure in the making.



It's a simple and pure pleasure to hold a fine instrument that possesses a quality that engages all your senses, an attraction that inspires you to keep it with you wherever you go. Not just for those outings when you know you'll be taking photographs. This is a companion for life that you'll want by your side because you never know when the perfect moment will arise. It could be a cityscape framed by the sun peeking through the clouds, or a fleeting encounter otherwise destined to fade in memory. Things you routinely pass-by suddenly become extraordinarily interesting when seen through the viewfinder. With your new companion, a journey of discovery will lie before you...

The dialog begins.



There it is.

That perfect moment.

Something stirs in your soul and without thinking about it your camera appears at eye-level.

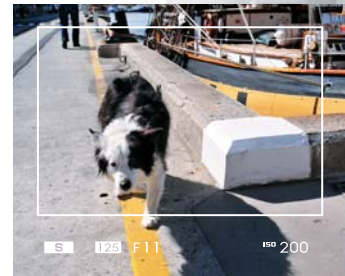
The instant you find the eyepiece, the scene calls out to you.

Through the viewfinder you see nothing but the moment and all it holds.

The subject and the fine background details that define that instant in time.

Then the moment speaks and through the viewfinder the eye listens perfectly.

Fujifilm's visionary viewfinder will change the way you see the world.

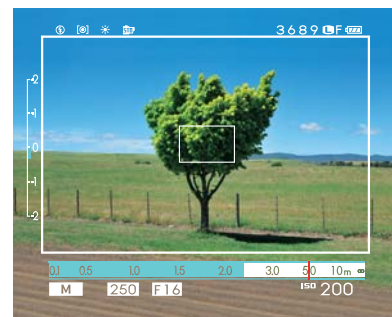


One look sets your pulse racing and sends your finger searching for the shutter. The world's first Hybrid Viewfinder.* Only found on the X100.

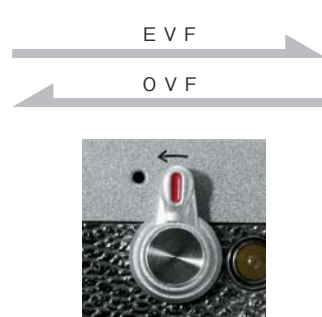
There's an indescribable pleasure that peering through a viewfinder provides. And now Fujifilm have taken this further with the launch of the newly developed Hybrid Viewfinder. Whether you're framing your shot through the Optical Viewfinder (OVF), or Electronic Viewfinder (EVF), your eye will not only see the subject and scene, but also a range of shooting data projected by an integrated high-definition LCD panel. This perfect marriage of intuitive analog operation and state-of-the-art digital functionality gives birth to the discovery of new dimensions of enjoyment behind the lens of the ultimate compact.

【 Instantly switch between OVF and EVF whenever the need arises. 】

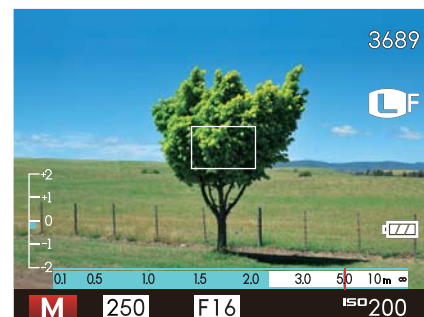
When you want to view the subject with maximum clarity or keep the shutter time lag to a minimum, the Optical Viewfinder (OVF) impresses with stunning optical quality. For confirmation of focus, exposure, white balance and depth of field while shooting the scene, just move the lever to Electronic Viewfinder (EVF). According to the demands of the shooting conditions and your creative inspiration, the X100 empowers you with the capability to switch between 2 viewfinders.



Optical Viewfinder (OVF)
Composite display of a clear optical image and LCD panel information



Viewfinder switch lever

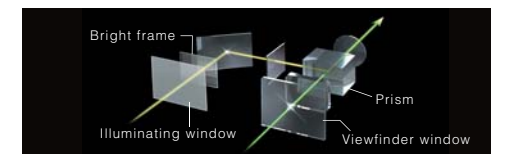


Electronic Viewfinder (EVF)
Display of LCD panel image and information.

Large, Easy-to-view Optical Viewfinder

【 Vivid frame and text data projected from the built-in LCD 】

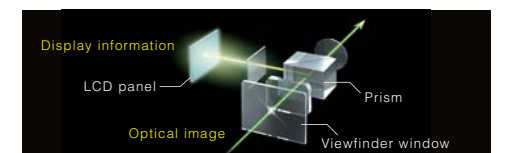
Using a conventional "bright frame" optical viewfinder configuration as a base, the X100 has an integrated 1,440,000-dot LCD panel to display shooting information. Compared with a conventional display that uses an illuminating window to bring in external light, this hybrid approach produces a crisply defined bright frame and sharp easy-to-read text information.



Conventional "Bright Frame" Viewfinder

【 "Reverse Galilean" Optical Clarity 】

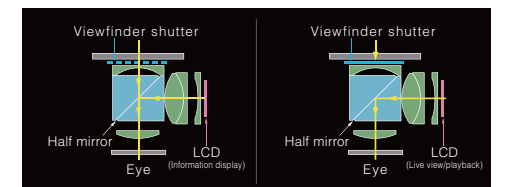
Offering a comfortable field of view (approx. 26°), the viewfinder magnification of 0.5 is ideal for a lens with a 35mm focal length (135 equivalent). Adoption of a high-precision prism, high-refractive glass and Super EBC coating enhance enjoyment of a bright, clear optical image with minimal aberrations.



Newly Developed Hybrid Viewfinder

【 Amazing clarity in both OVF and EVF 】

The unique viewfinder shutter controls the entry of light from the optical viewfinder. When it is open, your eye sees the precise clarity of an optical image. When it is closed, the sharp definition of the Live View projected from the LCD is displayed.



OVF Configuration
Viewfinder shutter is open. EVF Configuration
Viewfinder shutter is closed.

【 Built-in Diopter Adjustment 】

You can easily change the viewfinder focus setting from -2 to +1m⁻¹(dpt) via the dial located next to the viewfinder.

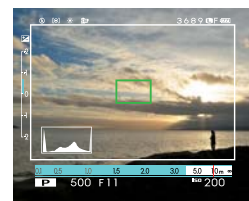
【 Eyepiece supports viewing by eyeglass wearers 】

By setting a relatively high eye point (distance between the eyepiece and the naked eye) of about 15mm, the design facilitates natural and comfortable viewing even by eyeglass wearers.

Optical Viewfinder [OVF]

【 Optical Image Clarity & Rich Information Display 】

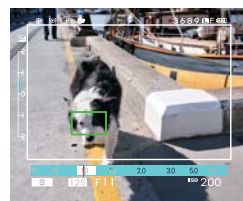
Framing shots with the sharply defined bright frame projected by the LCD panel is a real pleasure. In addition, the freedom to customize the information displayed in the viewfinder lets you confirm key settings while you enjoy framing your shots.



Histogram*



Electronic level



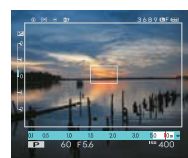
Focus distance index



Framing guide

【 Frame and information display brightness adjusts according to subject/scene brightness 】

Automatically adjusting multiple levels of display brightness according to ambient light conditions, the newly developed Hybrid Viewfinder delivers the crystal clarity of the optical image while optimizing the brightness of frame and information display for comfortable framing of every shot.



Dark scene



Bright scene

【 “Eye Sensor” automatic switching between LCD monitor and Viewfinder 】

When you bring the camera to your eye, the viewfinder can sense it and will switch automatically to viewfinder mode. Then when you lower the camera, the display switches to the LCD on the back of the camera. Alternatively you can select to always display images on the LCD or to always use the Viewfinder depending on your preferences.

Power Control System

When using the OVF, the X100 lets you use power saving features that can boost the number of shots remaining when the battery is running low, or let your camera “sleep” to conserve power, but turn on in an instant so you never miss a shot. → See page 25 for more details.

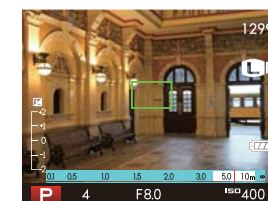
Electronic Viewfinder [EVF]

【 Approx. 100% Coverage & Approx. 1.44 million Dots of High Definition Quality 】

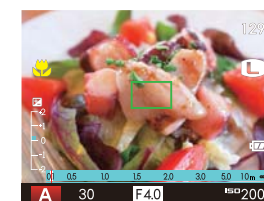
When using the EVF, you will enjoy 100% coverage on a sharp image display delivered by a 0.47-inch high-definition LCD delivering approximately 1,440,000 dots of resolution. From precision framing of macro shots with “Live View” to quick post-shot reviewing of your results, the EVF is ready with its vividly accurate display whenever you need it.



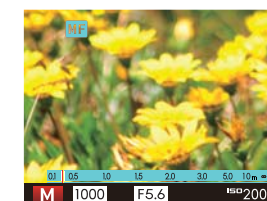
Check depth-of-field and focus



Check white balance



Macro photography



Check the manual focus with a magnified view (MF FOCUS CHECK function)

LCD monitor

Boasting high contrast, high brightness and the convenience of a wide viewing angle, the 2.8-inch approximately 460,000-dot LCD monitor can provide a simple display of only shooting information or the same view as the electronic viewfinder.



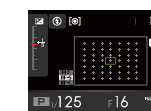
4:3 aspect ratio

Because the shooting image aspect ratio is 3:2, the larger LCD display aspect of 4:3 provides an ample canvas outside the shooting frame to display shooting information without blocking your view of the image.



Shooting Information Display

The large display of numerical data and icons lets you know the state of camera settings at a glance. Check the key shooting data without stress or hassle, leaving you free to concentrate on framing the shot in the viewfinder.



Fixed focal length lens designed with a passion for performance captures the excitement in vivid detail.



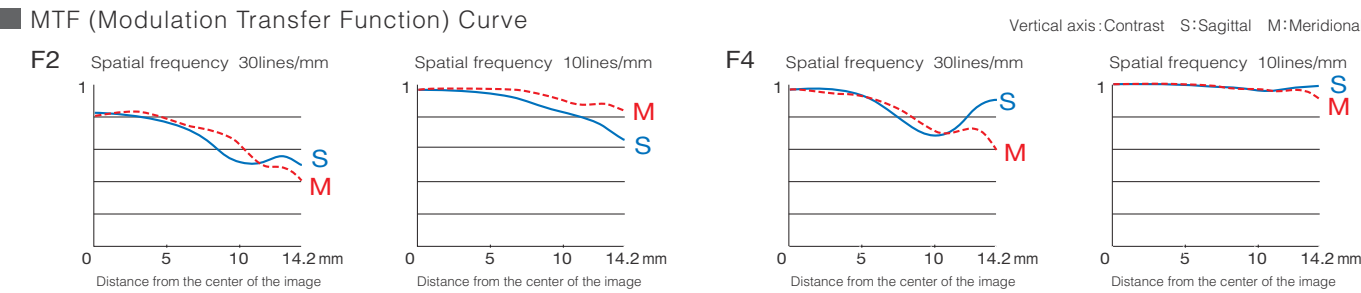
Quality superior to an interchangeable lens and the slimmest possible design.
Newly developed Fujinon 23mm F2 lens (equivalent to 35mm/135 format)

The best image quality without compromise, packed into a slim compact body that you want to take everywhere with you... These were the aims when the X100 was being developed. And they have been achieved through the incorporation of a newly developed, non-interchangeable, non-collapsible, fixed focal length lens. While featuring the generous brightness of a maximum F2 aperture, the large-diameter rear lens group is integrated into the body for an ultra-slim profile. In addition, the optimization of the sensor for this special lens fully exploits the advantage of a fixed focal length lens for superior edge-to-edge image quality.



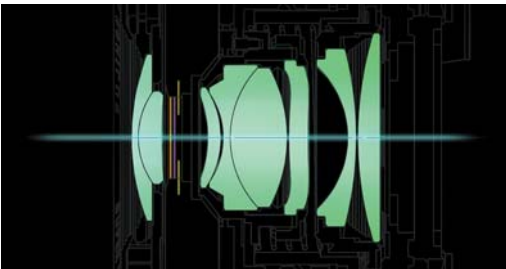
【 Expand your range of expression with a high-performance lens. 】

The X100 lens is equivalent to a 35mm lens (135 film format) - this is the most versatile focal length and is ideal for a broad variety of subjects, scenes and applications. The bright maximum aperture of F2 is the ideal F value, providing an ample amount of light for the large sensor. It is designed to deliver the highest resolution performance when shooting in the most commonly used aperture range between F4 and F5.6.



【 Optical design with a priority on performance 】

The simple lens configuration of 6 groups/8 elements centered on a spherical lens is all manufactured from glass. High refractive index glass is used for the single high-performance double-sided aspheric lens and all convex lens elements. The pursuit of uncompromising image quality continues with the adoption of other technology in the X100 lens design including front group focusing for image quality stability and Super EBC coating for ghost-free clear images. The result is perfectly balanced optical excellence promising low aberrations, sharp resolution and faithful color reproduction.



【 Shoot artistic circular “bokeh” effects with the 9-blade aperture diaphragm. 】

Providing a circular opening at the largest aperture, the 9-blade aperture diaphragm lets you capture pleasingly defocused background effects. Even with a slightly wide angle, the background is softly out of focus while the foreground is sharply defined. At F2 to F4, the circular “bokeh” effect is especially beautiful.



【 Close the distance with 10cm Macro Photography 】

X100 lets you bring the tip of the lens as close as 10cm from flowers, cuisine, accessories and other subjects to reveal extraordinary detail.



【 Command exposure in bright scenes with the built-in ND Filter 】

Equivalent to 3 f-stops, the ND filter in the X100 lens reduces the amount of light to 1/8. In situations where the light is very strong but you want to shoot at a slow shutter speed or do not desire to close the aperture, the built-in ND filter captures the flow of water or flowers swaying in the breeze in bright sunlight and lets you shoot portraits with a soft defocused background.

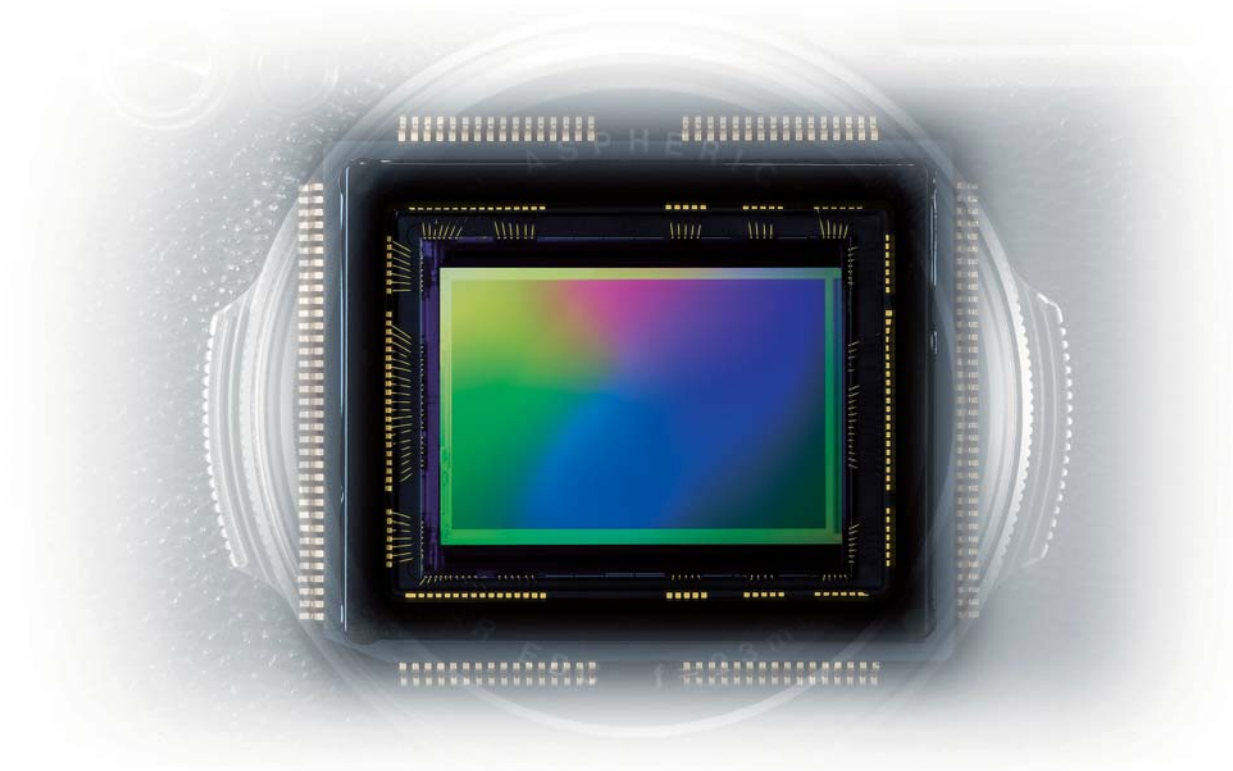


ND Filter OFF



ND Filter ON

Just as your senses seek to capture the beauty,
the heart of the X100 collects every ray of light.



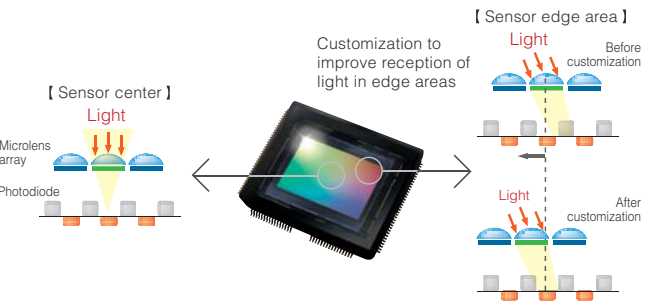
From Japan's leading Photo Film maker, A New Standard in Image Quality:
Custom CMOS Sensor and New EXR Processor

APS-C CMOS Sensor

【 Image Sensor with Super Sensitivity 】

Packing 12.3 million pixels, the large APS-C CMOS sensor debuts a new standard in high sensitivity/low noise performance and superior image quality, achieving about 10 times the sensitivity of any conventional FinePix compact to date.

【 APS-C 12M CMOS Sensor 】

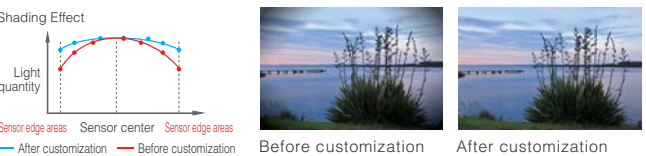


【 Thermal Management Design for a Cooler Sensor 】

Using an ingenious approach to the drive and mechanics of the sensor, heat generated by the large-size sensor is effectively dissipated, preventing degradation of performance and image quality.

【 Customized to Maximize Lens Performance 】

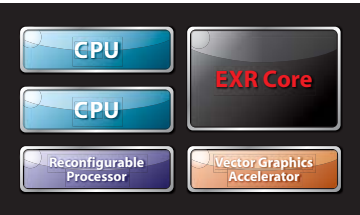
By optimizing the arrangement of the microlens array for the special X100 lens, the angle of captured incident light from the lens is expanded, improving light collection all the way to the edge area of the image sensor. As a result, a sufficient quantity of light can be directed to the photodiodes for the production of exceptionally sharp and clear image quality even in the image edge areas.



NEW EXR Processor

【 Redefining High Resolution and High Sensitivity/Low Noise Performance 】

The synergy of the APS-C CMOS Sensor and the new EXR Processor produces exceptional image quality every time you press the shutter. Featuring dual CPUs, EXR CORE and a Reconfigurable Processor,*1 this next-generation processing engine elevates the performance of Fujifilm's innovative EXR technology triplet: HR (High Resolution), DR (Wide Dynamic Range) and SN (High Sensitivity & Low Noise). While delivering the highest image quality ever produced by a FinePix camera, the EXR Processor also lets you enjoy a host of advanced functions such as HD Video and high-speed continuous shooting. The chip also integrates a new Vector Graphics Processor*2 that drives the improved image quality and readability of the new display screen (GUI).



【 HR: High Resolution Technology 】

When lighting is bright and even, HR technology uses full resolution and the power of advanced signal processing to capture the finest detail. From the leaves of the trees to a wisp of hair in a portrait, every detail is captured with astonishing clarity and definition.



【 DR: Wide Dynamic Range Technology 】

In high contrast scenes, DR technology prevents washed out highlights and shadow detail lost to blackness. When shooting portraits under strong sunlight or landscapes with a strong contrast between bright and dark areas, DR technology brings out the natural tonality in both highlights and shadow.



【 SN: High Sensitivity & Low Noise Technology 】

Even shooting at high sensitivity, the clarity is stunning with extremely low noise and minimal false color generation. Indoors and in other low-light scenes, SN technology captures the moment naturally and beautifully.



Back to Basics

Exploring the essence of this finely crafted camera



1. Design Concept

Starting with the stunning vintage design with its black central body sandwiched between a silver top control deck and base. The sensation of bringing the viewfinder to your eye. The effortless ease with which your left hand finds the aperture ring and the fingers on your right hand operate the dials and prepare to press the shutter. Everything from the color to the feel of this precision-crafted tool embodies the essence of this camera. From the moment you first pick up the X100 to viewing the beautiful results, every step of taking pictures has been considered and reflected in the design to multiply the pleasure of photography.

2. Die-cast Magnesium Top and Base

Strong, lightweight and perfectly suited to being used to create detailed curved surfaces, the Die-cast Magnesium Top and Base have a steel-like sheen and an air of authority as a result of their special coating. Finishing touches including each letter of FUJIFILM being engraved onto the upper control deck in precise detail, and the lens markings being skillfully filled with enamel by hand really add to the overall stunning effect.

3. “Made in Japan” Premium Quality

Each and every part of this camera is the product of high precision engineering and has to pass Fujifilm's highest quality standards.

4. Precision-milled Metal Rings and Dials

High precision parts including the shutter speed dial, the exposure compensation dial, the aperture ring and the focus ring are all milled from solid metal with exacting measurements. The knurled finish of the sides of the dials features rows of minutely milled square pyramids providing superb grip and a tactile sensation, while attention to detail regarding how much torque is required to turn the dials, and what the 'click' sensation is like will guarantee perfect operation.

5. Leather-like Finish Delivers a Quality Look and Durability.

Compared with real leather, synthetic leather is the practical choice that promises resistance to the elements and higher durability, while an original manufacturing process reproduces the look and feel of authentic leather. Functionally the material provides a sure and comfortable non-slip grip.



6. Satisfying Shutter Sensation

The feel and sound of the shutter are important elements of the design of a camera. Every factor from the location and size of the shutter button to the stroke when half and fully depressed was given passionate scrutiny. Users can select from 4 types of shutter sound: Lens Shutter, Focal Plane Shutter, Mirror Up, and Silent Shutter.

7. Lens Hood & Adapter Ring (sold separately)

Just replace the standard front lens ring with the special adapter ring, attach the bayonet-mount lens hood, and you are ready to go. Both are precision-machined from metal with a view to minimizing weight. The hood has a slit to avoid blocking the viewfinder view while delivering superb light shading performance in an attractive design.

8. “Quick Shot” Leather Case (sold separately)

Its shape is defined by the camera. Its color and texture is simply perfect. With its easy-opening design it adds pleasure to photography. Fujifilm's pursuit of excellence is visible in every detail. From the color of the leather, to the spaces between the stitches and its overall beauty. And just to prove that every detail has been considered, the top of the case snaps shut via a hidden magnet rather than a snap - to prevent unnecessary damage to the lens.

9. Metal Lens Cap

Coordinating with the camera's metal top deck, the X100's aluminum lens cap looks the part and fits snugly thanks to its fabric liner attached to its step-machined inner surface.

10. Special TTL Flash (sold separately)

There are two types of external flashes available for the X100 (GN20 and GN42/ISO100-m). With Fujifilm's original high-precision TTL flash technology, you will be in complete control of your flash output.

Freedom to express your vision.

【 FILM SIMULATION MODE 】

◆ Explore new depths of expression in monochrome photography.

Replicating the effects of monochrome film photography, the X100 lets you use color filters to expand your photographic interpretation. Heighten contrast with the Ye filter and R filter. Brighten greens and deepen reds with the G filter. Just as you once selected a filter and printing paper to complement your creative vision, X100 empowers expression with a choice of an array of image quality enhancement functions.



◆ Reproduce the beauty of color reversal film (Fujichrome) with Film Simulation.

Just like choosing the ideal film for your creative direction, this easy-to-use mode lets you simulate the color and tonal qualities of color reversal film types loved by professional photographers: the true-to-scene natural look of PROVIA, the vibrant tonality and saturated colors of Velvia, and the silky soft look and beautiful skin tones of ASTIA. X100 makes it simple to take photographs with distinctive Fujichrome color – a quality that only film could previously capture. (Film Simulation bracketing is also possible.)

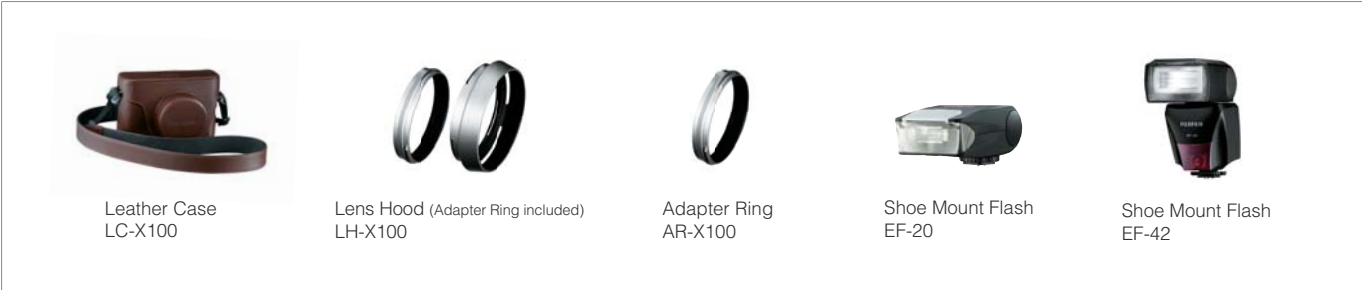


【 Expanded Dynamic Range 】

Dynamic range can be expanded to prevent “blackout” or “washout” of the subject in high contrast lighting and bring out the detail in shadow and highlights. In addition to automatic optimization, the user can manually select 100%, 200% and 400% dynamic range. Capture natural gradations from the brightest to the darkest parts of the image just as the eye sees them.



■ Accessories (sold separately)



■ Specifications

DIGITAL CAMERA FinePix X100	
Model Name	FinePix X100
Number of effective pixels	12.3million pixels
Image sensor	23.6mm×15.8mm (APS-C) CMOS with primary color filter
Storage media	Internal memory (Approx. 20MB) SD memory card / SDHC memory card / SDXC(UHS-I) memory card ^{*1}
File format	(still image) JPEG (Exif Ver 2.3 ^{*2}), RAW (RAF format), RAW+JPEG (Design rule for Camera File system compliant / DPOF-compatible) (movie) H.264 (MOV), with Stereo sound
Number of recorded pixels	L : 3:2 4,288×2,848 L : 16:9 4,288 × 2,416 M: 3:2 3,072×2,048 M: 16:9 3,072 × 1,728 S : 3:2 2,176×1,448 S : 16:9 1,920 × 1,080 <Motion Panorama> 180° Vertical 7680 × 2160 Horizontal 7680 × 1440 120° Vertical 5120 × 2160 Horizontal 5120 × 1440
Lens	(name) Fujinon Single focal length lens (focal length) f=23mm, equivalent to 35mm on a 35mm camera (full-aperture) F2 (constitution) 6 groups 8 lenses (1 aspherical glass molded lens included)
Aperture	F2 - F16 1/3EV step (controlled with 9-blade aperture diaphragm)
Focus distance (from lens surface)	Normal : Approx. 80cm / 2.6 ft. to infinity Macro: Approx.10cm - 2.0m / 3.9 in.- 6.6 ft.
Sensitivity	Equivalent to ISO 200 - 6400 (Standard Output Sensitivity) Extended output sensitivity equivalent ISO 100 or 12800 ISO AUTO Control available
Exposure control	TTL 256-zones metering, Multi / Spot / Average
Exposure mode	Programmed AE, Shutter priority AE, Aperture priority AE, Manual exposure
Exposure compensation	-2.0EV ~ +2.0EV 1/3EV step
Shutter speed (with mechanical shutter)	(P mode) 1/4 sec. to 1/4000 [*] sec., (All other modes) 30 sec. to 1/4000 [*] sec. Bulb (max.60min.) *1/4000sec at F 8 or smaller aperture, 1/1000 sec at F 2
Continuous shooting	Up to 10 /JPEG Up to 8 /RAW or RAW+JPEG 5 /3 fps selectable
Auto bracketing	AE Bracketing (±1/3EV, ±2/3EV, ±1EV) Film Simulation Bracketing (PROVIA / Standard, Velvia / Vivid, ASTIA / Soft) Dynamic Range Bracketing (100%, 200%, 400%) ISO sensitivity Bracketing (±1/3EV, ±2/3EV, ±1EV)
Focus (mode) (type) (AF frame selection)	Single AF / Continuous AF/MF Distance Indicator TTL contrast AF, AF assist illuminator available Area / Multi
White balance	Automatic scene recognition Preset: Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light, Underwater, Custom, Color temperature selection
Self-timer	Approx. 10sec. / 2sec. Delay
Flash	Auto flash (super intelligent flash) Effective range: (ISO 1600) approx. 50 cm – 9 m / 1.6 ft. – 29.5. ft.
Flash modes	Red-eye removal OFF: Auto, Forced Flash, Suppressed Flash, Slow Synchro. Red-eye removal ON:Red-eye Reduction Auto, Red-eye Reduction & Forced Flash, Suppressed Flash, Red-eye Reduction & Slow Synchro.
Hot shoe	Yes (dedicated TTL Flash compatible)
Viewfinder	Hybrid viewfinder Optical viewfinder Reverse Galilean viewfinder with electronic bright frame display 0.5 x magnifications Coverage of frame area v.s. capturing area : approx. 90% Electronic viewfinder 0.47"-in., approx.1,440,000-dots color LCD viewfinder Coverage of viewing area v.s capturing area : approx. 100% Eye sensor installed Eye point : approx. 15 mm Diopter adjustment : -2 ~ +1m ⁻¹ (dpt)
LCD monitor	2.8-inch, approx. 460,000 dots, TFT color LCD monitor (Approx. 100% coverage)
Movie recording	1280 x 720 pixels (24frames / sec.) with stereo sound Individual movies can not exceed 10 minutes in length.
Photography functions	Select custom setting, Motion panorama, Color space, Film simulation, Auto red-eye removal, Framing guideline, Frame No. memory, Histogram display, Preview depth of focus, Focus check, Electronic level, One-touch RAW
Playback functions	RAW conversing, Image rotate, Photobook assist, Erase selected frames, image search, Multi-frame playback (with micro thumbnail), Slide show, Mark for upload, Protect, Crop, Resize, Protect, Panorama, Favorites
Other functions	PictBridge, Exif Print, 35 languages selection, Time difference, Quick start mode, OVF power save mode, Silent mode, Shutter sound select
Terminal (Digital interface) (HD output)	USB 2.0 High-Speed HDMI mini connector
Power supply	NP-95 Li-ion battery (included)
Dimensions	126.5 (W) mm x 74.4 (H) mm x 53.9 (D) mm / 5.0in.(W) x 2.9in. (H) x 2.1 in. (D) (Minimum thickness : 31.0mm / 1.2in.)
Weight	Approx. 405 g /14.3 oz. (excluding accessories, battery and memory card) Approx. 445g / 15.7 oz. (including battery) and memory card
Operating Temperature	0°C - 40°C
Operating Humidity	10 - 80% (no condensation)
Guide to the number of available frames for battery operation	Approx. 300 frames
Starting up period	Approx. 2.2 sec. (Approx 0.7 sec at QUICK START mode) * evaluated by FUJIFILM method
Accessories included	Li-ion battery NP-95, Battery charger BC-65N, Shoulder strap, USB cable for the FinePix X100, Lens cap, Metal strap clip Protective cover, Clip attaching tool, CD-ROM (Viewer software, Raw File Converter etc. ^{*3}), Owner's manual

^{*1} Please see the Fujifilm website to check memory card compatibility. ^{*2} Exif 2.3 is a digital camera file format that contains a variety of shooting information for optimal printing.
^{*3} OS compatibility Viewer software : Windows7/Vista/XP, Mac OS X 10.9-10.6 Raw File Converter : Windows7/Vista/XP

■ Photo data for preface photos

