


E

4th GENERATION SUPER CCD HR	6.3M Effective Pixels	12.3M (4048×3040) Recording Pixels	ZOOM 4× Optical 6.3× Digital	2-inch LCD	1.2 sec. Fast Start-up	 PictBridge
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FinePix E550

Stable grip gives you a shot at preserving special memories

NEW



E SSENTIAL

Camera Features For Beautifully Capturing Your Images.



JPEG mode, 4048 X 3040 pixels, 1/120 sec, f/5.0, ISO 80 equivalent



6 megapixels of pure photographic beauty. Now imagine what it can do in your hands.

6.3M
Effective
Pixels

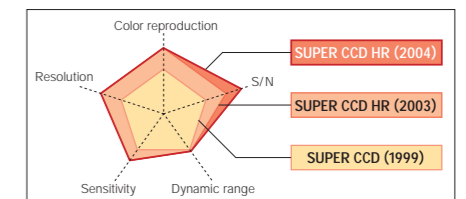
At the heart of the FinePix E550 lies Fujifilm's state-of-art Super CCD HR, employing 6.3 million effective pixels. Maximum image size is an amazingly ultra-high resolution of 12.3 million (4048 x 3040) recording pixels.

12.3M
(4048x3040)
Recording
Pixels

The new sensor offers expanded ISO sensitivity for added photographic flexibility. You have a choice of not only high-performance ISO 200 and 400 sensitivities and an ultra-high sensitivity ISO 800 setting*, but also an ISO 80 setting that provides superb image quality.

In addition to improved image quality and low noise at higher sensitivities, this sophisticated sensor produces unprecedented, high-quality images in lower sensitivity mode.

*ISO 800 available in 0.3 - 3-megapixel modes



Designed for comfort and stability

The friendly, ergonomic new shape of the camera provides a secure, comfortable grip, even when shooting one-handed or with a conversion lens attached.

E XPLORING

Your FinePix's Potential.
You Might Be Amazed At Its Performance.



Fujifilm Digital Image Processing innovation; Amazingly fast, incredibly beautiful.



Fujifilm's newly developed image processor utilizes state-of-art digital imaging technology and ultra-high quality digital image processing that draws on the huge image database Fujifilm has built up over many years. The new processor delivers true-to-life color reproduction and smoother tonality by precisely and accurately analyzing lighting conditions, and color and tonality of the subjects. The new processor also achieves exceptionally responsive image processing – just 1.2 seconds startup time, 1.0 seconds between frames, and a remarkable 0.05 seconds shutter lag.



JPEG mode, 4048 X 3040 pixels, 1/750 sec, f/5.6, ISO 80 equivalent



Macro Shooting

Lets you move in to approx. 7.5cm of your subject for dramatic close-ups.

Convenient 4X optical zoom

The FinePix E550 features a fast, responsive f/2.8 Fujinon 4X optical zoom lens. Equivalent to 32.5 - 130mm on a 35mm camera, it delivers superb quality from wide-angle to telephoto. Want to get even closer? The 6.3X digital zoom* can extend total zoom ratio all the way to 25.2X.



Wide angle 4X optical zoom 4X optical plus 2.5X digital zoom

Generous 2-inch LCD display

Enjoy a bigger view: the large, 2-inch, 154,000-pixel LCD monitor lets you see everything in bright, vivid detail, both when taking photos and then when viewing them. And naturally the big screen makes it even easier to use the menus on the FinePix E550's graphic user interface.



Actual Size

E XCELLENT

Performance Meets Convenience.
And You're Always In Control.



Versatile exposure options



Casual snapshotter or advanced photographer, you'll find a shooting mode that's right for any situation. Or take even more control with three light-metering options (64-TTL Multi, Spot and Average), exposure compensation, and full manual settings.

- AUTO** Auto Mode
- P** Program Auto
- S** Shutter-priority Auto
- A** Aperture-priority Auto
- M** Manual Mode
- Portrait
- Landscape
- Sports
- Night scene
- Movie



Portrait



Sports



Slow Synchro Shooting

Extending your photographic horizons

Expand the capabilities of your FinePix E550 by attaching the optional 1.94X Tele Conversion Lens (approx. 252mm on a 35mm camera equivalent) or 0.76X Wide Conversion Lens (approximately 24.7mm equivalent).



Tele Conversion Lens



130mm lens



252mm lens

Wide Conversion Lens



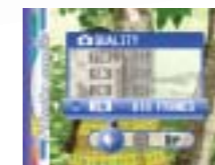
32.5mm lens



24.7mm lens

FinePix Photo Mode

The convenient **F** button gives you one-touch control of all image quality parameters, including quality mode, sensitivity, and FinePix Color mode. Now you'll have instant access to all your favorite settings.



Speedy, accurate autofocus

To assure you'll never miss a photo opportunity, autofocus is exceptionally fast and precise. Features include an Area Focus function so you don't have to lock focus and recompose, and Continuous AF to track moving subjects.

Direct printing without a PC

The FinePix E550 incorporates the PictBridge standard, allowing you to send your image files to any PictBridge-compatible printer for computer-free printing.



Easy connection to your PC

The optional PictureCradle and FinePixViewer software make it a snap to download image files, movie clips, and audio files to your computer, all while recharging the camera's battery.



Other features

- High-performance Auto Focus
- CCD-RAW file format
- Ultra-sophisticated auto white balance
- Multi-language LCD monitor (Supports six languages)
- Rechargeable battery and AC power adapter included

FUNCTIONS



SPECIFICATIONS

DIGITAL CAMERA FinePix E550

Number of effective pixels*	6.3 million pixels
CCD sensor	1/1.7-inch Super CCD HR [Number of total pixels: 6.63 million pixels]
Number of recorded pixels	Still image: 4048×3040 (12.3 million)/2848×2136/2048×1536/ 1600×1200/640×480 pixels Movie: 640×480 pixels (30 frames/sec., With monaural sound) 320×240 pixels (30 frames/sec., With monaural sound)
Storage media	xD-Picture Card™ (16MB to 512MB)
File format	Still image: CCD-RAW/JPEG (Exif Ver 2.2**) Movie: AVI (Motion JPEG), WAV [Design rule for Camera File system compliant/DPOF-compatible]

Number of images/recording time

Quality	Still image		Movie				
	4048×3040	2848×2136	2048×1536	1600×1200	640×480	320×240	
DPC-16 (16MB)	1	3	6	10	19	25	122
DPC-32 (32MB)	2	6	12	20	40	50	247
DPC-64 (64MB)	4	12	26	42	81	101	497
DPC-128 (128MB)	9	26	52	84	162	204	997
DPC-256 (256MB)	19	52	105	169	325	409	1997
DPC-512 (512MB)	39	105	211	339	651	818	3993

Quality	640×480	320×240
DPC-16 (16MB)	Approx. 18 sec.	Approx. 26 sec.
DPC-32 (32MB)	Approx. 36 sec.	Approx. 54 sec.
DPC-64 (64MB)	Approx. 73 sec.	Approx. 109 sec.
DPC-128 (128MB)	Approx. 147 sec.	Approx. 219 sec.
DPC-256 (256MB)	Approx. 296 sec.	Approx. 7.3 min.
DPC-512 (512MB)	Approx. 9.8 min.	Approx. 14.6 min.

The number of images and recording time will vary slightly depending on the type of subject.

Lens	Fujinon 4× optical zoom lens, F2.8 – 5.6
Lens focal length	Equivalent to 32.5 – 130 mm on a 35 mm camera
Focus	Auto focus (Area, Multi, Center)/Manual focus/Continuous AF
Focus distance	Normal: Approx. 60 cm/2.0 ft. to infinity Macro: Approx. 7.5 cm – 80 cm/3.0 in. – 2.6 ft.
Shutter speed	3 sec. to 1/2000 sec. (depending on Exposure mode)
Aperture	F2.8 to F8 10 steps in 1/3 EV increments Manual/Auto selectable
Sensitivity	AUTO: Auto (Equivalent to ISO 80 to 640, depending on conditions)/80/100/200/400/800* Portrait/Landscape/Sports/Night scene/P/S/A/M: Equivalent to ISO 80/100/200/400/800* *Resolution is set at 0.3M/2M/3M for shots taken at ISO 800
Exposure control	64-zone TTL metering-multi, spot, average
Exposure modes	Programmed AE, Shutter-priority AE, Aperture-priority AE, Manual
White balance	Automatic Manual [Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light, Custom]
Viewfinder	Real-image optical viewfinder, approx. 77% coverage
LCD monitor	2.0-inch low temperature polysilicon TFT (Approx. 154,000 pixels), approx. 100% coverage
Flash	Auto flash using flash control sensor Effective range: Wide angle (0.6 m – 4.5 m/2.0 ft – 14.8 ft) Telephoto (0.6 m – 2.2 m/2.0 ft – 7.2 ft) Flash mode: Auto, Red-eye Reduction, Forced Flash, Suppressed Flash, Slow Synchro, Red-eye Reduction + Slow Synchro
Self-timer	Approx. 2 sec./10 sec. delay
Video output	NTSC/PAL selectable
Digital interface	USB
Power source	2 AA type Ni-MH batteries (included), 2 AA type alkaline batteries or AC power adapter AC-3V (optional)
Dimensions	105.0 (W) × 63.0 (H) × 34.4 (D) mm/4.1 (W) × 2.5 (H) × 1.4 (D) in.
Weight	Approx. 200g/7.1 oz. (excluding batteries and media)

Camera functions

Digital zoom	6.3X (640×480 pixels), 2.5X (1600×1200 pixels), 2.0X (2048×1536 pixels), 1.4X (2848×2136 pixels)
Shooting modes	Normal: Auto, Manual, Scene Position (Portrait, Landscape, Sports, Night Scene) Continuous: 1. Top-4 (Max. 3 frames/sec. up to 4 frames) 2. Final-4 (Max. 3 frames/sec. up to 4 frames) 3. Long-period (Max. 1.6 frames/sec. up to 40 frames. Only at 2M mode (1600×1200 pixels)) 4. Auto bracketing
Color modes	STANDARD/CHROME/B&W
Movie recording	640×480 pixels: 30 frames/sec. 320×240 pixels: 30 frames/sec. With monaural sound, AVI format (Motion JPEG)
Playback	Single frame (with 21X Playback zoom at 6M mode), 9 Multi-frame

Accessories included 16MB xD-Picture Card™, 2 AA type Ni-MH batteries, Battery Charger, Hand strap, USB cable, A/V Cable, Cradle Adapter, CD-ROM (FinePixViewer, ImageMixer VCD2 for FinePix)

* Number of effective pixels: The number of pixels on the image sensor which receive input light through the optical lens, and which are effectively reflected in the final output data of the still image.

** Exif 2.2 is a newly revised digital camera file format that contains a variety of shooting information for optimal printing.



Windows® XP compatible



World standard PictBridge compatible

Specifications are subject to change without notice.

OPTIONAL ACCESSORIES

	xD-Picture Card™ DPC-16 (16MB), DPC-32 (32MB) DPC-64 (64MB), DPC-128 (128MB) DPC-256 (256MB), DPC-512 (512MB)		Battery Charger with Battery (2 x AA type Ni-MH) BK-NH/BK-NH2
	PC Card Adapter DPC-AD		Battery Pack NH-10 (Can be charged with Picture Cradle CP-FXA10)
	CompactFlash™ Card Adapter DPC-CF		Picture Cradle CP-FXA10 • Includes AC-3VW and Rechargeable Battery NH-10 • Included NH-10 can be charged only in this cradle.
	Image Memory Card Reader DPC-R1		Soft case SC-FXE01
	xD-Picture Card™ USB Drive DPC-UD1		Tele Conversion Lens TL-FXE01 • ×1.94 • Built-in Flash cannot be used with this unit.
	AC Power Adapter AC-3V (Can not be used as a battery charger for this model)		Wide Conversion Lens WL-FXE01 • ×0.76 • Built-in Flash cannot be used with this unit.
	Rechargeable Battery 2HR-3UF (2 x AA type Ni-MH)		Adapter Ring AR-FXE02

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For more information on the full range of Fujifilm digital products, please visit our Website: <http://home.fujifilm.com>



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