

FUJIX Digital Camera DS-300



If you've ever wondered whether a digital camera can combine quality and simplicity, the DS-300 has all the right answers. In a moment, you'll discover that it couldn't be easier to use. And a glance at the image quality will tell you that the performance and resolution are comparable to those of our most advanced digital SLRs.



THE CREATIVITY AND FUN ARE BUILT IN



The Power of the Imagination

Everyone has heard about the promise of digital photography. Reviewing a shot immediately.
Easy image processing. Fast data transfer and transmission.
All the automated functions you're used to. And a lot more.
It's time to get serious about the possibilities because the DS-300 delivers all this performance and raises image quality to another level. It's everything you've been waiting for (plus some very interesting extras). So see for yourself what the DS-300 can do.
And discover the power of the digital imagination.



All pictures on this page were taken with the DS-300. Shooting information is on the back cover.



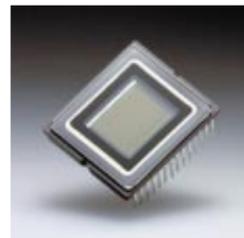
FUJIX Digital Camera
DS-300



EXPECT THE UNEXPECTED



Check the resolution of an image taken with the DS-300, and examine the color reproduction. You'll be pleasantly surprised to find the image quality is close to the results you get with silver-halide film. Until you see it for yourself, that might sound impossible, but the DS-300 was created to make you a believer.



Perfect vision

If you're wondering how the DS-300's images can approach photographic quality, think of the 2/3-inch CCD as a "digital eye." It's the same one used in our top-of-the-line DS-505A/515A digital SLRs, and it has 1.4 million pixels (effectively 1.3 million in an array of 1,280 x 1,000 pixels). This integration is so advanced that the resolution is almost four times higher than the 640 x 480 pixels of a VGA.

The number of pixels is a sign of image quality, but their proportions are just as important. With square pixels specially for a digital camera, the DS-300 prevents distortion by eliminating the need to adjust the ratio of horizontal and vertical dimensions when an image is input to a PC.

The DS-300 also has an RGB filter which reproduces colors much more accurately than a conventional complementary-color filter. The difference this primary-color filter makes is particularly noticeable with high saturation and gray tones—areas where other digital cameras usually fall short.



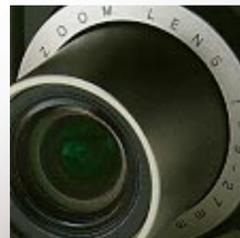
The mind's eye

The DS-300 has five exposure modes. In the Auto Mode, optimal shooting settings are determined automatically for the aperture, shutter speed, focusing and more. Choose the Programmed AE Mode, and the camera will determine the optimal combination of aperture and shutter speed. For greater creative control, use the Aperture-Priority Mode, Shutter Speed-Priority Mode or even Manual Mode. Capable of handling the most complicated lighting, it also has a TTL Intelligent AE system that reads the lighting at nine points in the frame and calculates the appropriate exposure automatically.

You'll find some extras as well. If you decide to capture a scene in an expressive grayscale image, use the B/W Mode to be sure that you record all the gradations. When you want to accentuate the contrast and sharpen the edges, the Clear Mode will create a dramatic effect.



Normal 3x Zoom 6x Zoom (with Digital Zoom)



The professional's choice

Whether you're using a 35 mm camera or a digital model, no image can be better than your lens. That's why the DS-300 has a Super EBC Fujinon Lens—a highly regarded design that's even used in professional broadcast cameras. To eliminate ghosting and flare, it has an exclusive EBC multi-coating.

To cover focal lengths equivalent to the 35–105 mm range of a 35 mm camera, simply press the electronic Zoom Button. The Optical 3x Mode is always ready for wide-angle and telephoto shots.

When a subject is unusually far away, just switch to the Digital 2x Mode for a 6x telephoto setting comparable to a conventional camera's 210 mm focal length. There's also a Macro function for images in full A5 size (half of letter size) shot from as close as 20 cm (7.8 in.).



An exact balance

Whether you're shooting at midday or in the soft light at the end of day, you can optimize the exposure with the DS-300's three-step White Balance system. Fixed at 5500K, the Standard setting is suited to daylight. Option 1 is specially for the continuous light including artificial lighting as well as low light at sunset and nighttime. And Option 2 adjusts the white balance for flash photography in a studio.



Top: STD Mode (640 x 480 pixels), 1/500 sec. F5.5, Hi setting
Middle: Opt. 1 Mode (640 x 480 pixels), 1/60 sec. F3.5, Hi setting
Above: Opt. 2 Mode (1,280 x 1,000 pixels), 1/125 sec. F8, Fine setting

A NEW DEPARTURE



Sophisticated functions and the easy operation of a point-and-shoot camera are only some of the DS-300's handling advantages. Its digital capabilities open up almost limitless possibilities. And you'll quickly discover they're only the beginning.



Integration means innovation

The DS-300's high-precision Super Hybrid Autofocus system makes focusing incredibly fast and absolutely accurate. It's based on an integration of active and passive AF as well as CCD AF. Of course, you can also control the focus manually just by turning the Up/Down Dial to the appropriate setting.



A free hand

The DS-300's advanced features give you the freedom of automated functions and the thoroughgoing control that serious photographers demand. You can use the Mode Dial and the Up/Down Dial to set the exact combination you prefer, from the exposure, manual focus and autofocus to the ISO sensitivity and more. Checking your settings is as easy as glancing at the large, easy-to-read LCD Panel.



The creative edge

For all its sophistication, the DS-300 makes creativity simple—before, during and after you capture an image.

The analog Video Output Terminal will help you make the most of the Preview and Playback functions. To check an image before or after recording, simply link the camera to a TV or a portable LCD monitor.

There's also a Hot Shoe on top of the camera, so you can use an external flash.

For fast and simple data transfer to a computer, input image files directly from the PC Card or connect the DS-300 with an RS-232C cable. You can also speed up transfers by adding an optional Extension Unit with a SCSI connection that will move your image files almost before you know it.



Friendly formats

The DS-300 records images in Fujifilm's original Exif (JPEG) format* on an ATA-compliant PC Card. The widely used international JPEG standard eliminates any worries about PC compatibility, while the Exif format automatically records information such as thumbnail images, the date, aperture, shutter speed and other shooting data.

* In the Hi Mode, the TIFF-YC format is used for recording. Fujifilm's optional software is required to open the images.

Both practical and elegant

The DS-300 is the first digital camera with a body made from a corrosion-resistant, high-purity magnesium compound. Created with a special Thixomolding process, it has the unmistakable look and feel of quality. Even more important, it offers the durability, precision and light weight that are impossible to achieve with plastic. There's also an aluminum lens barrel that's exceptionally strong and finished to exacting tolerances.



EVERY SECOND COUNTS



To maximize the DS-300's performance (and get more out of your photography), add an optional Extension Unit. Whether you want to expand your creative opportunities or handle data more efficiently, it will give you all the tools you need. Very, very quickly.



Move into action

Unless you have the right equipment, action photography takes luck as well as skill. That's why you'll welcome the ways that the DS-300's Extension Units' Continuous Mode can open up new subjects and approaches.

Both the EU-D3 and EU-D3A Extension Units can record up to 4.5 frames per second. The EU-D3 can capture three frames in succession, while the EU-D3A can shoot a sequence of 12 frames.



Continuous Mode (1,280 x 1,000 pixels), 1/60 sec. F5.6, Fine setting



The SCSI connection

The Extension Units have the answer when you want to move files faster than a serial port connection allows. Just connect a cable to a PC from the SCSI port for superhigh-speed data transfers.

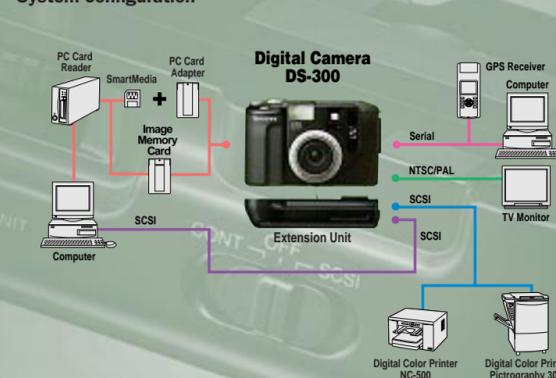
You can also use the Extension Units to control the camera from a PC during shooting, and then record the data on your PC.



Take the direct approach

When you add an Extension Unit, you can also use the SCSI port for direct output to a digital color printer such as the Fujifilm Digital Color Printer NC-500 or Pictography 3000. Simple and fast, this solution avoids the bother of transferring data to your PC before you can print an image. Not only for full-frame images, the Extension Unit can also output an Index Print with reduced images of the shots you've recorded on the PC Card.

System configuration



SPECIFICATIONS

FUJIX DIGITAL CAMERA DS-300

CCD image sensor	<ul style="list-style-type: none"> • 2/3-inch CCD with 1.4 million pixels (effectively 1.3 million) • Square pixels with RGB (primary color) filter 	Viewfinder	• Optical
Storage media	<ul style="list-style-type: none"> • ATA Type I or II PC Card (PCMCIA release 2.1) • SmartMedia with PC Card Adapter 	Shutter speeds	• 1/4~1/1,000 sec.
File format	<ul style="list-style-type: none"> • JPEG standard (Exif) • TIFF-YC (Exif) 	Aperture	• F3.5, 5.6, 8 and 11
Number of frames (HG-10 memory card)	<ul style="list-style-type: none"> • Hi (TIFF-YC): 4 images • Fine (JPEG): 16 images • Normal (JPEG): 33 images • Basic (JPEG): 64 images 	Exposure control	• Programmed AE, Aperture-Priority AE, Shutter Speed-Priority AE and Manual Modes
Resolution	<ul style="list-style-type: none"> • 1,280 × 1,000 pixels • 640 × 480 pixels • 8-bit/color (24-bit full color) 	Exposure compensation	• 0.3 EV steps (-0.9~+1.8 EV)
ISO	• Equivalent to 100/400	White balance	• 5500K fixed or one-push auto
Focal lengths	• 35~105 mm (35 mm camera equivalent)	Flash	• Built-in auto flash; hot shoe for external flash
Macro shooting	• Full A5 size at 20 cm/half of letter size at 7.8 in.	Output	<ul style="list-style-type: none"> • Video: NTSC (U model) with RCA pin/PAL (E model) with RCA pin • Digital: Mini DIN (9 pin) for serial interface
Autofocus system	<ul style="list-style-type: none"> • Super Hybrid AF system (combining passive, active and CCD AF) • Focusing range: 20 cm/7.8 in.~∞ (including Macro shooting) 	Power source	• NP-510 lithium ion battery, AC power adapter
		Dimensions	• 153 (W) × 96 (H) × 78 (D) mm/6.0 (W) × 3.8 (H) × 3.1 (D) in.
		Weight	• Approx. 620 g/21.9 oz. (excluding battery and PC Card)

Specifications are subject to change without notice.

ACCESSORIES

Image Memory Cards

HG-5 HG-10 HG-15 HG-40

Power Supply Kit

PK-D3

• An image memory card and the power supply kit are required to use the DS-300.

Extension Units EU-D3/ EU-D3A*

The optional Extension Units offer Continuous Mode shooting, direct printing and a SCSI connection (D-sub 25-pin) to a PC. In the Continuous Mode, the EU-D3 can record a sequence of three frames, while the EU-D3A can capture 12 frames. TWAIN-compliant driver software for both Windows® and Macintosh® computers is included.

* The TWAIN-compliant driver software, included with the EU-D3 and EU-D3A Extension Units and IF-D3 interface kit, requires application software such as Adobe Photoshop™.

Macintosh® is a registered trademark of Apple Computer, Inc.
Windows® is a registered trademark of Microsoft Corporation.
Adobe Photoshop™ is a trademark of Adobe Systems Inc.
All other trademarks are the property of their respective holders.

Interface Kit IF-D3*

The interface kit includes an RS-232C cable and TWAIN-compliant driver software for transferring image data directly to a Windows® or Macintosh® computer.

Dust Cover CV-D3

DS Camera Plug-in Module for Photoshop™ SD-D5

The SD-D5 plug-in module can check shooting data and image files; it opens JPEG and TIFF-YC files.

Rechargeable Battery NP-510

Carrying Case LC-D3

1	2
3	4
5	6
7	8

Shooting information for the introduction page

- 1 (1,280 × 1,000 pixels), 1/125 sec. F11, Hi setting
- 2 (1,280 × 1,000 pixels), 1/4 sec. F8, Fine setting
- 3 B/W mode (1,280 × 1,000 pixels), 1/60 sec. F8, Fine setting
- 4 (1,280 × 1,000 pixels), 1/30 sec. F5.6, Fine setting
- 5 (1,280 × 1,000 pixels), 1/125 sec. F8, Hi setting
- 6 (1,280 × 1,000 pixels), 1/125 sec. F8, Fine setting
- 7 (1,280 × 1,000 pixels), 1/6 sec. F5.6, Fine setting with built-in auto flash
- 8 (1,280 × 1,000 pixels), 1/6 sec. F5.6, Fine setting with built-in auto flash

All pictures were taken with the DS-300.