

New

Digital Camera
FUJIFILM DX-10

850,000
PIXELS

Keep it simple. Those three words can tell you a lot about the DX-10 — and how to get more out of digital photography. You'll be surprised by the 850,000-pixel CCD's image quality, the special effects and the easy data handling. But the greatest surprise might be how they're combined in such a trim, good-looking package. The design almost asks you to take it along. And the natural response is "for sure."

Traveling Light Is
Imaging Right



Your Digital Sidekick Is Ready for the Road

Quality and Convenience

850,000 Square Pixels



Sharp, precise and lifelike — that's what you can expect from a DX-10 image. Sporting a 1/3-inch CCD with 850,000 pixels, it delivers quality that's a step ahead. Since the pixels are square, there's no distortion when you

transfer data to a PC for display or printing.

Color reproduction is just as accurate. With its thoroughgoing noise reduction, the RGB primary-color filter ensures natural-looking tones. And Fujifilm's original image processing algorithm boosts accuracy and produces smooth gradations.

Science Meets Art

With the DX-10, you get AE, Auto Flash and the rest of the automation you want. The Continuous Mode is at hand for action sequences, while the Digital 1.6x Telephoto Mode creates a zoom effect that's ideal for candid portraits.

You'll probably want to rely on these high-performance capabilities most of the time, but don't forget the full complement of manual modes that put you in charge. When you want to explore the subtleties of digital photography, use the manual exposure, flash and white balance. They'll put your signature style on an image.

More Fun

The Best of Times

When you want to see your images on a large screen or share them, connect the DX-10 to a TV monitor through the video output terminal. To enliven the show, there are five playback modes, including Multi-



Frame display of nine images and 3x Playback Zoom. Especially when you mix them, they're sure to make a business presentation or social gathering more memorable.

Very Special Effects



There's no end to the fun when you're part of the digital world. After an image is recorded, select the DX-10's

Effects Mode to alter it in some very interesting ways. You can add a sepia tone to create the feeling of an old-time photograph, or bring out the highlights with a gold or silver tone. This treatment also includes using the digital equivalent of a convex or concave lens to distort an image.

Easy PC Input

Simplify the Smart Way

The DX-10 stores images on a SmartMedia™ Card that's handy for both shooting and data handling. Removable and ultracompact, the cards hold from 2 MB to 16 MB, and they're easily replaced when they're full.

Transferring data to your PC is quick and easy when you use the optional Floppy Disk Adapter or optional PC Card Adapter. Just put the SmartMedia™ Card in the adapter, and insert it in the computer. Then you'll be ready to e-mail an image or add an original touch. Since files are recorded in the JPEG (Exif) format, they can be opened with nearly all of today's graphics software, so there aren't any worries about compatibility.



Lifelike Output

A Perfect Pair

The Digital Printer NX-70 is the ideal choice for photo-like output from the DX-10. Since it has a SmartMedia™ Card slot, you can move the card directly from the camera to the printer, without bothering to download images to a PC.

Clean, economical and environmentally friendly, it uses Fujifilm's own Thermo-Autochrome (TA) paper that generates its own colors. With 16.7 million colors to capture every gradation, your output will be lifelike and natural. And you can have multiple 2-cut, 4-cut or 16-cut output—of a single image or different ones—on a single sheet. For business or simply more fun, sticker sheets are also available in these three varieties.



Digital Printer NX-70



All pictures in this brochure are image photos only.

When you're ready to go, so is the DX-10. It comes with a long list of features and creative advantages, but it's the basics that matter most. See how light it is, and then check a sample image captured by the 850,000-pixel CCD. Those simple steps will tell you this one is made for mobility and quality.

Digital Camera FUJIFILM DX-10



Actual Size

Color LCD Monitor

If you want to make sure a shot is right, check it immediately on the 1.8-inch color LCD monitor. It can also be used as a viewfinder.

Four-Direction Key

After choosing the appropriate mode, use this key to make your final selection. It makes operation easy and accessible.

Mode Dial

All the basic modes are right at hand. Just turn the dial for shooting, playback and other functions.

Trim, Lightweight Design

The pocket-size DX-10 weighs only 200 g/7.1 oz., and it measures 110 (W) x 77 (H) x 33 (D) mm/4.3 (W) x 3.0 (H) x 1.3 (D) in.



SPECIFICATIONS

DIGITAL CAMERA FUJIFILM DX-10

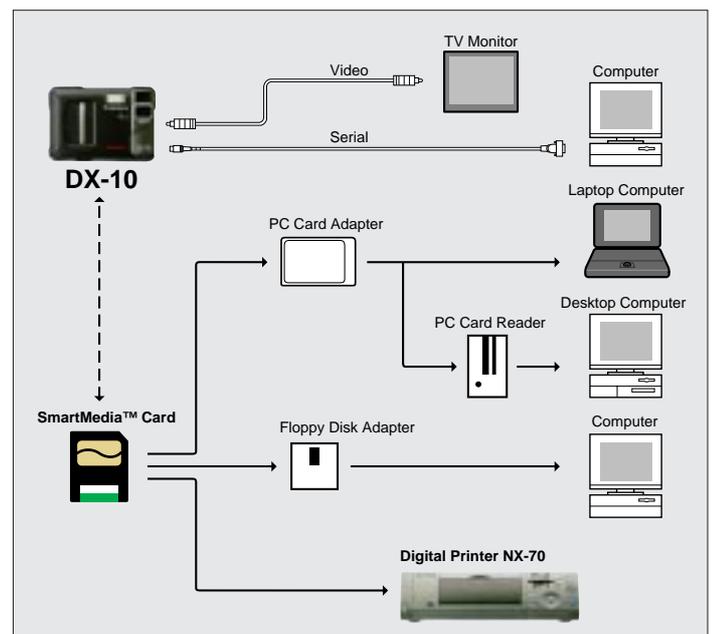
CCD sensor	1/3-inch CCD with 850,000 square pixels	Digital interface	RS-232C															
Resolution	1,024 × 768 / 640 × 480 pixels, 24-bit color	Video output	U model: NTSC (Live, Freeze, Playback) E model: PAL (Live, Freeze, Playback)															
File format	JPEG (Exif) with 2 compression levels	LCD monitor	1.8-inch D-TFD color LCD monitor															
Storage media	SmartMedia™ Card (3.3V, 2~16 MB)	Power source	4 AA batteries, AC power adapter															
Number of images	<table border="1"> <thead> <tr> <th>Mode</th> <th>2MB</th> <th>MG-4S</th> <th>MG-8S</th> <th>MG-16S</th> </tr> </thead> <tbody> <tr> <td>Fine</td> <td>6</td> <td>13</td> <td>27</td> <td>54</td> </tr> <tr> <td>Normal</td> <td>13</td> <td>26</td> <td>54</td> <td>108</td> </tr> </tbody> </table>	Mode	2MB	MG-4S	MG-8S	MG-16S	Fine	6	13	27	54	Normal	13	26	54	108	Dimensions	110 (W) × 77 (H) × 33 (D) mm/ 4.3 (W) × 3.0 (H) × 1.3 (D) in.
Mode	2MB	MG-4S	MG-8S	MG-16S														
Fine	6	13	27	54														
Normal	13	26	54	108														
Lens focal length	f = 5.5 mm (equivalent to 40 mm with a 35 mm camera)	Weight	Approx. 200 g/7.1 oz. (excluding hand-strap, batteries and SmartMedia™ Card)															
Lens/Aperture	Fujinon lens with 2 steps (F4/F8)	Other functions	Shooting: Auto, Manual, Self-Timer, Digital 1.6× Telephoto Playback: Single, Nine-Shot Multi-Frame, 3× Zoom, Auto Play Effects: Wide/Slim, Concave/Convex, Gold/Silver, Sepia															
Focus distance	Normal Mode: 70 cm/2.3 ft. to infinity Macro Mode: 10 cm/3.9 in.	Included accessories	<ul style="list-style-type: none"> • SmartMedia™ Card (2MB, 3.3V) • Video cable • Hand-strap • 4 AA alkaline batteries • Serial cables for Windows® and Macintosh® • CD-ROM for Windows® and Macintosh® <ul style="list-style-type: none"> • Data transfer software, • TWAIN driver for downloads and camera control • Adobe® PhotoDeluxe 2.0 															
Sensitivity	Equivalent to ISO 150																	
Exposure control	Program AE																	
White balance	Auto/Manual (4 modes)																	
Shutter speeds	1/4~1/5,000 sec.																	
Viewfinder	Optical viewfinder, LCD monitor																	
Flash	Built-in Auto Flash with approx. 3.0 m/9.8 ft. range and light sensor control Modes: Auto (in dim light), Red-Eye Reduction, Fill-in, Flash Off Slow-Sync, Daylight-Sync																	

Specifications are subject to change without notice.

OPTIONAL ACCESSORIES



SYSTEM CONFIGURATION



Macintosh® is a registered trademark of Apple Computer, Inc.
Windows® is a registered trademark of Microsoft Corporation.
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FUJIFILM

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