

Welcome to the New Era of the World's First 2.3 Megapixel Digital Camera



Front



Back

Actual Size

Twice as Much Fun

The MX-2700 pushes the envelope with a CCD that has a total of 2.3 million square pixels — 2.16 million effective pixels in an array of 1,800 × 1,200. And what a difference it makes, especially with the high S/N ratio and the primary-color filter's improved spectral characteristics. You'll also get the extra performance of a Fujinon lens acclaimed by professionals.

The precision shows in every shot. Now you can have high-quality prints measuring 6 × 4 in. at 300 dpi. Or you can get larger output with 12 × 8 in. prints at 150 dpi. Whichever one you prefer, you'll know you're in the new age of digital photography: The 2.3 megapixel era brought to you by Fujifilm.

Keep Shooting, Not Waiting

Even with its ultra-high resolution, the MX-2700's processing and recording are about as fast as they are with a conventional megapixel model. One key is the two high-speed performance RISC processors with on-board DRAM. And they work with an original algorithm that maintains quality and boosts performance.

In Great Shape

We've set the standard for trim design with our high-density

mounting and ultra-thin chip technologies. Even more compact than the earlier MX-700, the MX-2700 measures 80 (W) × 97.6 (H) × 33 (D) mm / 3.1 (W) × 3.8 (H) × 1.3 (D) in. — pocket-size dimensions that make it the smallest* megapixel model available. And the aluminum finish is a perfect expression of the quality that goes through and through.

* As of February 1999.

Everything Is Easy

From setting up a shot to playback, the Mode Dial makes operation simple and friendly. Along with the optical viewfinder, there's a 2-inch TFT color LCD monitor. Made of low-temperature polysilicon, it delivers a sharp image both indoors and outside.

The Director's Chair

Use the Digital 2.5× Telephoto Mode to create a zoom effect, or experiment with the video output and varied playback modes. Whether it's a family gathering or a business presentation, all eyes will be on the TV monitor.

Compact and Compatible Storage

The MX-2700 records images on a SmartMedia™ Card — the mainstream choice for digital camera

storage. Ultra-thin and affordable, the cards are removable, so there's always room for another shot. To handle the MX-2700's ultra-high resolution, a new 32 MB card can hold up to 142 images taken in the Basic Mode.

250 Shots from One Charge

The rechargeable lithium-ion

battery makes operation economical and environmentally friendly. When the flash is used half the time, a charge lasts for approximately 250 shots*. An AC adapter is included for recharging the long-life battery in the camera, and an optional Quick Charger is available.

* With the LCD monitor off.

SPECIFICATIONS

CCD sensor	1/1.7-inch CCD with 2.3 million square pixels				
Resolution	1,800 × 1,200 / 640 × 480 pixels				
File format	JPEG (Exif)				
Storage media	SmartMedia™ Card MG-4S, MG-8S, MG-16S, MG-32S				
Data compression	JPEG standard (Exif)				
Number of images	Mode	MG-4S	MG-8S	MG-16S	MG-32S
	Fine	4	8	18	36
	Normal	8	17	35	71
	Basic	17	35	70	142
Lens focal length	Equivalent to 35 mm on a 35 mm camera				
Focus distance	9 cm (3.5 in.) to infinity				
Aperture	2 steps (F3.2/8)				
Exposure control	Programmed AE				
White balance	Automatic/Manual (5 modes)				
Flash	Built-in Auto Flash with range of approx. 2.5 m/8.2 ft.				
Digital interface	RS-232C				
Video output	NTSC/PAL				
LCD monitor	2-inch LCD monitor made of low-temperature polysilicon				
Power source	Rechargeable lithium-ion battery				
Dimensions	80 (W) × 97.6 (H) × 33 (D) mm / 3.1 (W) × 3.8 (H) × 1.3 (D) in.				
Weight	240 g / 8.5 oz. (excluding battery)				

Specifications are subject to change without notice.

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

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