

Introducing the new stylish FUJIFILM X-A5, the smallest and lightest mirrorless digital camera within the X Series zoom lens kit

Combining a new 24.2 megapixel sensor with the X Series signature color reproduction technology, the X-A5 offers a host of new features, including a newly developed zoom lens, 4K movie recording, touch screen and the latest *Bluetooth*®* pairing technology

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FUJIFILM Corporation (President: Kenji Sukeno) is delighted to announce that it will launch the FUJIFILM X-A5. Sporting a retro and stylish design, it offers a host of features including a 180 degree tilting rear LCD screen, the latest built-in Bluetooth® technology for easy and quick image transfer and an extended battery life, with up to 450 frames possible per charge. In addition, when combined with the new collapsible FUJINON XC15-45mmF3.5-5.6 OIS PZ, the X-A5 weighs just 496g**, making it the lightest camera-zoom lens combination in the X Series. It boasts a powerful 24.2MP APS-C sensor equipped with a phase detection autofocus system, and a newly developed image processing engine that offers a processing speed 1.5 times faster than previous models. Combined with Fujifilm's renowned outstanding image quality with the company's proprietary color reproduction technology, the X-A5 is compact, stylish and portable making it the ideal companion for everyday photography.



(1) Combining a newly-developed sensor and color reproduction technology that has been refined over 80 years to deliver premium quality portraiture

The X-A5 combines a newly developed 24.2 megapixel APS-C sensor with the image processing engine to achieve Fujifilm's renowned photo quality. Combined with the supplied FUJINON lens, the camera boasts ultimate image resolution, recording the subject's texture, form and even the atmosphere of the scene. The camera outperforms previous models in its scene recognition accuracy in SR+ AUTO mode, color reproduction performance and skin tone reproduction capability which is particularly popular. This makes the X-A5 the perfect choice for photographing human subjects, which account for approximately 50% of all subjects matter***.

The regular range of ISO sensitivity has been extended to ISO12800. When shooting a fast-moving subject or in low light conditions, camera shake and noise are reduced for enhanced image quality. The X-A5 is the first X-A Series model to feature phase detection pixels, originally developed for the X series' high end models. The Intelligent Hybrid AF speed is twice as fast as previous models, ensuring that you capture those photographic moments more swiftly and beautifully.

(2) Newly-developed compact and lightweight wide-angle zoom lens and new user interface for ease of operation

The X-A5 debuts the new FUJINON XC15-45mmF3.5-5.6 OIS PZ, the first electric-powered zoom lens for the X Mount. This lightweight and compact zoom makes the photographic experience easier and more comfortable than ever before. The lens has the minimum working distance of just 5cm*4, ideal for clear close-up shots, such as food photography. The smooth electric-powered

zooming mechanism that starts from the wide-angle 23mm end (on a 35mm format) gives greater freedom in composition framing for both still images and video.

The X-A5 is equipped with a large rear LCD monitor that can rotate 180 degrees. When the panel is rotated 180 degrees, the Rear Command Dial automatically switches to the Zoom and Shutter Release function. The 180-degree rotation of the rear LCD monitor also activates the Eye AF function automatically to create high quality self-portraits with sharp focus on the subject's eyes. The Portrait Enhancer Mode, offers its popular ability to produce beautiful skin tone, and has also evolved with the new user interface to select from three levels of skin tone enhancement with touch-screen operation for easy, natural and flattering self-portraits.

(3) Artistic expression made easy, with Film Simulation Modes and New Bluetooth® technology for quick and easy image transfer

The X-A5 offers 11 variations of Fujifilm's unique Film Simulation Modes, adding an advanced artistic flair easy with the reproduction of film-like color tones. The camera also features 17 variations of Advanced Filters including the new “Fog Remove” and “HDR Art.”

The rear LCD monitor uses the new touch-panel GUI, facilitating intuitive touch-panel operation using fingertips so that you can check the effect of Advanced Filters and Film Simulations for added usability.

The Exposure Compensation Dial now has the range expanded from $\pm 3EV$ to $\pm 5EV$ to boost freedom in photographic expressions.

The *Bluetooth®* Low Energy technology has been incorporated for quick, easy and automatic transfer of still images and videos to paired smartphones and tablet devices, using the free smart-device app “FUJIFILM Camera Remote”. The camera is also compatible with FUJIFILM instax SHARE SP-3 printer, so users can enjoy the fun of printing and sharing their images more than ever before.

(4) Broader range of movie with 4K video capabilities

The X-A5 offers a High-Speed HD Video function, allowing users to record HD video up to quad speed for slow motion clips. The Multi Focus Mode automatically synthesizes 4K quality images with changing the depth of field setting.

The 4K Burst function offers to shoot 15 frames per second in 4K image quality. These new 4K video capabilities and the accompanying functions enable artistic expressions of greater creativity.

*(5) Class-leading*5 battery life*

The X-A5 now offers the class-leading number of photos per charge. Users can shoot as many as 450 photos per single battery charge, making the camera ideal for travelling.

- * The Bluetooth® word mark and logos are registered trademarks owned by the Bluetooth SIG, Inc. and any use of such marks by FUJIFILM Corporation is under license.
- ** Including the weight of memory card and supplied battery
- *** According to Fujifilm research
- *4 Distance from the end of the lens to the subject at the wide-angle position.
- *5 According to Fujifilm research, comparing within entry mirrorless cameras