

## **Rediscover Your Creativity with the Fujifilm X-S10**

The quest to simplify the creative process while ensuring quality image and video output is realized with the all-new Fujifilm X-S10. Top-end build quality and features at a mid-range price makes the X-S10 an ideal partner in realizing one's potential as creative.

### **Surefooted smoothness**

Featuring an In-body Image Stabilization (IBIS) system that is 30% smaller in volume and weight compared to the X-T4's, the 450-gram X-S10 manages to deliver up to 6.0-stops of five-axis stabilization when paired with an assortment of 30 lenses in the Fujinon lineup. This is 1 to 1.5-stops better than the stabilization offered in the Fujifilm X-H1.

The X-S10 is also the first mid-range X Series camera to use a motion sensor retention mechanism, which is a mechanical shock absorber that guards against slight vibrations that may come from the shutter unit. This adds another level of stability to ensure that image clarity and resolution are maintained.

Combined with Digital Image Stabilization (DIS) and IS Boost Mode, videographers can expect smooth, buttery recordings similar to the X-T4 while shaving off some weight and size with the liberal use of magnesium alloy in the top and front plates of the body along the way.

### **Simpler and Easier to Operate**

The X-S10 comes with a revised button and dial layout that makes it familiar to first time Fujifilm users as well as the most dedicated of Fujifilm loyalists. The updated AUTO/SP (Scene Position) mode dials automatically adjusts shooting settings to suit a given scene. But for those who need the most from the 26.1 megapixel Backside Illuminated CMOS 4 sensor, the X-S10 has the ability to capture RAW images in the AUTO mode. One can also choose the auto focus mode and the Film Simulation look in AUTO/SP giving casual photographers a wide latitude to finetune their images.

Dedicated PASM mode selections on the main top dial also make it easier to select Program, Aperture-priority, Shutter-priority or Manual modes at the turn of a dial. X-S10 users may also save their preferred settings in any one of the four Custom Positions on the top dial.

In addition to the new dial functions, a revised button layout at the top and back plates make it easier to operate the X-S10 with a single hand. Dedicated ISO and Q buttons, now positioned on the top plate, in combination with a larger, exposed rear command dial, makes ISO adjustments and menu shortcut selections more straightforward than ever.

The X-S10's highly useful rear joystick can be programmed to either zoom into or navigate through focus points. While a new function button beside the 2.36-million dot 100fps maximum refresh rate Electronic Viewfinder (EVF) adds further customization options for various functions and features of the X-S10.

The full-featured vari-angle 180-degree articulating 3.0-inch touchscreen LCD of the X-S10 is extremely useful in either photo or video use. Its ability to pinch and zoom, select and shoot focus points and navigate through menu selections, makes the X-S10 easy to learn and manipulate through its various uses.

A pop-up flash comes in handy for those moments that need additional light to enhance a scene. While a multi-function USB-C port allows for live use charging. It is also a means for fast data transfer and headphone use via an accessory adapter.

These new ergonomic and design changes make photographing landscapes with clarity and vivid colors, making portraits with beautiful skin tones, or creating evenly balanced images in back-lit conditions possible, regardless of skill level or camera brand affinity.

### **Streamlined for Speed**

The X-S10's high-speed AF and AF-tracking performance with the X-Trans™ CMOS 4 sensor's 100% coverage 2.16 million phase detection pixels, and the X-Processor 4's proven computing power, provide quick and accurate autofocus results. When mounted with the brand new XF 50mm F1.0 lens, the X-S10 can achieve focus in as fast as 0.02 seconds and in some cases, even at -7.0 EV.

Much like the X-T4, the X-S10 is also equipped with high-precision Tracking Auto Focus for moving subjects and Face/Eye AF function to track a subject's face and eyes. Blackout-free high-speed burst shooting of 8fps with the mechanical shutter, 20fps with the electronic shutter without cropping and 30fps at a 1.25X crop with the electronic shutter are all realized with the X-S10. Capturing crucial moments in glorious detail has never been this easy.

### **Standout Video Capabilities**

Like the X-T4, the X-S10 has independent still and movie menus that separate settings between photo and video functions of the camera. The X-S10 generates 4K video from the amount of data equivalent to 6K to ensure the footage is high in resolution and low in noise. It supports recording 4K/30p 4:2:0 8-bit video onto an SD camera inserted in the camera while it outputs 4K/30p 4:2:2 10-bit video via the mini-HDMI port.

The X-S10 is also capable of high-speed full-HD recording at 240p, producing up to 10x slow motion footage of a fast-moving subject. In addition to X-S10's IBIS, its Digital Image Stabilization (DIS) mode will powerfully compensate for any camera shake even when walking with the camera. Adding IS Mode Boost provides even more stabilization, nearly eliminating camera shake when it is used from a fixed, hand-held position.

With a dedicated movie recording button on its top-plate, X-S10 lets hybrid shooters start recording video even while they are creating still images. Exposure and focus settings are automatically recorded in AUTO mode as the focus mode switches to Continuous AF.

The X-S10's has also adopted a new body cooling construction that dissipates heat faster. This allows the camera to shoot longer in 4K30p for up to 30 minutes.

### **Stellar Color Rendition**

Fujifilm Film Simulation modes were created to celebrate the history of photographic film by digitizing some of the industry's most iconic analog films. The X-S10 features 18 exclusive modes that enhance a photographer's creativity and expression using various color and tonal subtleties. One of the newest Film Simulations is ETERNA Bleach Bypass, which creates a beautiful, desaturated, high-contrast look.

Expressing one's self with the look and feel of assorted filmstocks is what shooting with Fujifilm experience is all about. With the ability to use any of the Film Simulation modes in both photo and video creation, X-S10 users will appreciate the look of their output straight out of the camera.

The all-new black body only X-S10 will be available starting mid-November with a variety of lens kit options.

### **In Summary:**

<p>1. Small &amp; Slim camera body with a powerful IBIS</p> <ul style="list-style-type: none"><li>● (L)125.9mm x (W)85.4mm x (H)65.4mm, (Weight) 465g</li><li>● 5-axis, 6.0-stop image stabilization with the newly developed IBIS</li><li>● Firm grip, suitable when paired with a larger lenses</li></ul>
<p>2. Easy-to-use, practical operation</p> <ul style="list-style-type: none"><li>● Mode dial operation (including 4 custom positions)</li><li>● Easy access to various buttons and dials</li><li>● 180-degrees vari-angle LCD monitor with touch screen</li><li>● More customizable menus to support quick/advanced shooting</li></ul>
<p>3. High-quality still shooting features</p> <ul style="list-style-type: none"><li>● 26.1MP image sensor that depicts the best color and details - 18 film simulations to choose according to one's preference</li><li>● Enhanced image quality when shooting in AUTO &amp; SP Modes</li><li>● 8fps burst shooting using the Manual Shutter</li><li>● Maximum of 20fps burst on Electronic Shutter without any crop. (30fps with 1.25X crop)</li><li>● Enhanced AF performance (0.02 sec., Tracking AF, Face/Eye AF etc.)</li><li>● Built-in Pop-up Flash to support shooting in dim light</li></ul>
<p>4. High-quality movie shooting features</p> <ul style="list-style-type: none"><li>● DCI 4K@29.97p, 200Mbps, 4:2:2 10bit recording using HDMI</li><li>● Designated movie recording menu</li><li>● Digital Image Stabilization, IS Mode Boost</li></ul>

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