

 **FUJIFILM**  
I&I - Imaging & Information

**2.3** MEGA  
PIXELS

*New*

FUJIFILM DIGITAL CAMERA  
**MX-2900**  
*ZOOM*

**2.3 MEGA**



*Now You'll Never  
Miss a Beat*

**3x ZOOM**

# This Is Where You're Coming From

*The new flagship of Fujifilm's MX Series lineup has it all.*

*The MX-2900 Zoom's CCD delivers the image quality of 2.3 million square pixels. Its 3x zooming puts the world in your lens, while full manual control and easy connectivity give you more powers of expression. And all this technological sophistication is enclosed in a lightweight, corrosion-resistant case made of a magnesium alloy. Both rugged and elegant, it combines natural handling with a connoisseur's sense of design.*

*The MX-2900 Zoom is at home anywhere. And wherever you take it, this is the one that won't miss a beat.*



**FUJIFILM** Digital Camera **MX-2900**  
*ZOOM*



1,800 x 1,200 pixel, Fine mode



1,800 x 1,200 pixel, Fine mode

**Are You Ready to Go for It?**



1,800 x 1,200 pixel, Fine mode



1,800 x 1,200 pixel, Fine mode

# THE QUALITY SHOWS

## 2.3-Megapixel CCD

There are 2.3 million square pixels packed in the MX-2900 Zoom's 1/1.7-inch CCD. With this ultrahigh resolution, it raises digital quality to another level and creates images as large as 1,800 × 1,200 pixels. And it's all done with the confidence that takes photo-like results for granted.

The CCD's higher integration also gives you a 3:2 aspect ratio—ideal for shots of large groups or endless landscapes. Enlarge an image or trim it to alter the composition. Even with the changes, you can count on Fujifilm quality.

## Primary-Color Filter and Auto White Balance

When you examine an image taken with the MX-2900 Zoom, you'll notice how the skin tones look natural, the green leaves say it's springtime, and the sky is a luminous blue. One source of this accuracy is the advanced spectral characteristics of the MX-2900 Zoom's RGB primary-color filter. Along with Auto White Balance, it ensures that the colors are faithful and vibrant.



# SEE MORE, DO MORE

## 3× Zooming



The optical 3× zoom lens has been developed specially for the MX-2900 Zoom's ultrahigh-resolution CCD. With eight elements in eight groups, this EBC-coated lens delivers coverage equivalent to the versatile 35–105 mm range of a 35 mm camera. Responding smoothly and immediately, it's exactly what you need for new forms of digital expression. And the precision of 2.3 million pixels gives you superior image quality even when optical zooming is combined with the Digital 2.5× Telephoto Mode for a maximum magnification effect of 7.5×.

## The Fujinon Brand

The new optical 3× zoom lens wears the Fujinon brand — the same kind that has won wide acclaim for its performance in professional

broadcast cameras. Combined with the 2.3-megapixel CCD, it's your assurance of imaging quality that's always a cut above.



28 mm (Wide Conversion Lens)



35 mm (Wide-Angle setting)



70 mm (2× optical Zoom setting)



90 mm



105 mm (3× optical Zoom setting)



262.5 mm (Digital 2.5× at 3× optical Zoom setting)

# OPEN ARCHITECTURE

The MX-2900 Zoom has been designed for the most demanding of digital photographers, and that means connectivity was a



Wide Conversion Lens WL-MX29 (×0.8)



key development priority. You'll see why it's so important when you think of the control and creative possibilities of using an external flash with the Hot Shoe. You'll also want to have the optional Adapter Ring with a 43 mm thread, so you can add filters for polarized outdoor photography and other effects. And there's an optional Wide-Angle Conversion Lens for a focal length equivalent to the 28 mm setting of a 35 mm camera.



Fujifilm's external Strobe GA is shown here.

# THE CREATIVE MOMENT

## Automatic Functions



The MX-2900 Zoom is so intelligent that it can follow your intuition. You can trust Auto White Balance to read the scene and determine the appropriate setting automatically, for example, and the high-precision AF system will be ready when you are.

For outstanding results in varied lighting, there's also the sensitivity of Programmed AE with 64-zone metering.

## Manual Control



Even with the convenience of automation, creative control comes first. There's manual focusing as well as AF, and you can select Aperture-Priority AE or the Manual Mode to set both the shutter speed and F-stop.

Auto White Balance is rounded out by six manual settings. According to the lighting and your goals, you can decide if Multi, Spot or Average metering is best. And when it's nearly dark outside or a scene is backlit, use the Slow Synchro mode to automatically reduce the shutter speed and capture the nuances of the background.

# SIMPLY RESPONSIVE

## Dual RISC Processors

Even though the MX-2900 Zoom has the ultrahigh resolution of 2.3 million pixels, it doesn't keep you waiting. Only instants after you turn on the camera, it's ready for action. And the interval between frames has been shortened, so you won't miss a shot.

One key is the two high-speed RISC processors with on-board DRAM. Along with Fujifilm's original processing algorithm, they boost performance and maintain image quality.

## Mode Dial and Four-Direction Button

All the controls are right at hand. Simply turn the Mode Dial and then use the Four-Direction Button to go to a setting. Quickly and easily, they'll take you to everything needed for setup, shooting, playback and data transfer.

## Framing Guidelines



Framing Guidelines help you create a balanced composition, no matter what your subject is. This assistant shows the Scene, Group Shot or Portrait format in the LCD Monitor. To use it, simply press the Four-Direction Button, and then adjust the position and proportions of your subject. It's the nearly foolproof way to create images with a professional look.

## Large LCD Monitor

The 2-inch LCD Monitor is made of low-temperature polysilicon, and it has 130,000 pixels. Indoors or outside, that's the formula for a crisp, detailed image for checking or showing to someone else. When you use the monitor as a viewfinder, you'll find the subject looks smooth and natural, even with the MX-2900 Zoom's ultrahigh-resolution CCD.



## Rechargeable Lithium-Ion Battery

The rechargeable lithium-ion battery lasts and lasts — which means it's both economical and easy on the environment. A typical charge keeps on going for approximately 200 shots with the flash used half the time and the LCD Monitor off.

## Continuous Shooting Mode



To make sure you capture every moment, use the MX-2900 Zoom's Continuous Shooting Mode. Perfect for action photography or telling a story in pictures, it shoots up to nine consecutive images\* at a superfast 3 frames per second.

\* 640 x 480 pixels

## New File System and DPOF

The MX-2900 Zoom complies with the Design rule for Camera File system, so you can use different digital cameras to record on the same media. You can also choose Digital Printing Order Format (DPOF) recording for simplified output at home or a service bureau.

# LOTS MORE

## Macro Mode

In the Macro Mode, you can move in for close-ups in the range of 25–90 cm/9.8–35.4 in.

## Advanced Flash Control

The built-in flash has a control sensor to adjust the intensity of the illumination. There are also Auto, Red-Eye Reduction, Forced and Suppressed modes for dim or difficult lighting.



## Versatile Playback Modes

Along with Auto Playback, the modes include Multi-Frame Playback to show a grid of nine images simultaneously and Playback Zoom to move in up to 4x in steps of 0.2x.

## Effects Mode

After you've taken a shot, use filters to add a sepia, black-and-white, silver cross or rainbow cross effect.

## Compression Modes

According to the situation and your quality requirements, you can pick any of three JPEG compression levels or uncompressed TIFF-YC. You can also choose an image size of 1,800 x 1,200 pixels or 640 x 480 pixels.

## Self-Timer

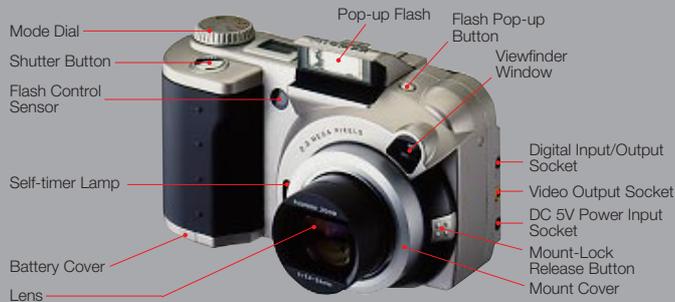
The Self-timer delays the shutter release so you can join others in the frame.

## Digital Printer NX-70

Available separately, the NX-70 uses Fujifilm's original Thermo-Autochrome (TA) system to achieve image quality close to the level of conventional color prints. Along with its 306 dpi resolution, there's the convenience of clean handling and a SmartMedia™ Card slot for immediate output without transferring files to a PC.



# NOMENCLATURE



# SPECIFICATIONS

## DIGITAL CAMERA MX-2900 ZOOM

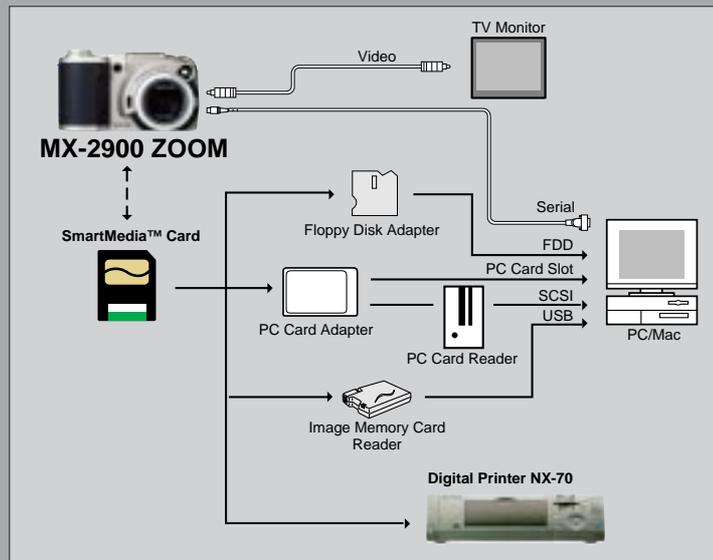
<b>CCD sensor</b>	1/1.7-inch CCD with 2.3 million square pixels				
<b>File size</b>	1,800 × 1,200 / 640 × 480 pixels				
<b>File format</b>	JPEG (Exif 2.1) with 3 compression levels (1/5, 1/10, 1/20) and TIFF-YC				
<b>Storage media</b>	SmartMedia™ Card (3.3V, 2MB to 32MB)				
<b>Number of images</b>	Mode	MG-4S	MG-8S	MG-16S	MG-32S
	Hi (1/1)	0	1	3	7
	Fine (1/5)	4	8	18	36
	Normal (1/10)	8	17	34	70
	Basic (1/20)	17	35	70	141
<b>Lens focal length</b>	Equivalent to 35–105 mm on a 35 mm camera				
<b>Focus</b>	Auto/Manual				
<b>Focus distance</b>	Normal: 0.9 m/3 ft. to infinity Macro: 25 cm/9.8 in. to 0.9 m/3 ft.				
<b>Aperture</b>	F3.3 / F7.6 (wide-angle) to F5 / F11 (telephoto)				
<b>Viewfinder</b>	Real-image optical; Frame coverage: Approx. 80%				
<b>Exposure control</b>	64-zone TTL metering Program AE/Aperture-Priority AE/Manual				
<b>Sensitivity</b>	Equivalent to ISO 125				
<b>Electronic shutter</b>	Variable speed 1/4 to 1/2,000 sec. (AE), 3 to 1/1,000 sec. (Manual)				
<b>White balance</b>	Automatic/Manual (6 modes)				
<b>Photometry</b>	Multi/Spot/Average				
<b>Flash</b>	Auto flash using flash control sensor Effective range: Approx. 0.4 m/1.3 ft. to 3.5 m/11.5 ft. (wide-angle), Approx. 0.4 m/1.3 ft. to 2.5 m/8.2 ft. (telephoto) Flash mode: Auto, Red-Eye Reduction, Forced Flash, Suppressed Flash				
<b>LCD monitor</b>	2-inch, low-temperature polysilicon TFT (130,000 pixels)				
<b>Digital interface</b>	RS-232C				
<b>Video output</b>	NTSC/PAL				
<b>Power source</b>	Rechargeable lithium-ion battery				
<b>Dimensions</b>	129.5 (W) × 68.5 (H) × 59.8 (D) mm/ 5.1 (W) × 2.7 (H) × 2.4 (D) in.				
<b>Weight</b>	345 g/12.2 oz. (excluding battery)				

<b>Functions</b>	Self-Timer Digital 1.2× / 2.5× Telephoto Slow Synchro Exposure Compensation (-0.9 to +1.5 in 0.3 steps) Playback: Single Frame (with 4× Playback Zoom)/ 9 Multi-Frame/Automatic Playback Effect: Rainbow Cross, Silver Cross, Sepia, B/W Resize: 1,800 × 1,200 → 1,280 × 1,024 / 640 × 480 Protect, DPOF
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<b>Included accessories</b>	SmartMedia™ Card (8 MB, 3.3V) Rechargeable lithium-ion battery NP-80 AC power adapter Lens cap, Video cable, Hand strap Serial cables for Windows® and Macintosh® CD-ROM for Windows® and Macintosh® • Data transfer software for downloads • TWAIN driver for downloads • Adobe® PhotoDeluxe Home Edition 3.0 for Windows®
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Specifications are subject to change without notice.

# SYSTEM CONFIGURATION



# OPTIONAL ACCESSORIES

	<b>SmartMedia™ Cards</b> MG-4S MG-8S MG-16S MG-32S		<b>Rechargeable Lithium-Ion Battery</b> NP-80
	<b>Floppy Disk Adapter</b> FD-A2		<b>Battery Charger</b> BC-80
	<b>PC Card Adapter</b> PC-A23		<b>Soft Case</b> SC-MX29
	<b>Image Memory Card Reader</b> SM-R1		<b>Adapter Ring</b> AR-MX29 (with 43 mm thread)
	<b>Wide Conversion Lens</b> WL-MX29 (x0.8) (including AR-MX29)		

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



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Ref. No. EB-905E (SK-99-07-DT-MW) Printed in Japan © 1999 Fuji Photo Film Co., Ltd.