

# The Last Word in Sophistication from the First Name in Personal Digital Cameras

The new **built-in flash** has a high-precision system that adjusts the illumination to the light conditions.

Widely acclaimed by experts, the **Fujinon lens** features a high-speed 1/1,000-sec. shutter and a digital 2x zoom.

When one **SmartMedia™ Card** is full, just put another in the slot.

The **video and digital ports** make output fast and easy.



Composition feels natural when you use the **optical viewfinder**.

The **Mode Dial** simplifies handling and creative control.

The convenient **2-inch LCD monitor** has the **clarity** of low-temperature polysilicon.

The **rechargeable lithium-ion battery** is both long-lived and economical.

## Super-Megapixel Quality

At the heart of the MX-700 is Fujifilm's **1/2-inch** CCD with 1.5 million pixels. And this ultrahigh resolution is maximized by the improved performance of a primary-color filter with spectral characteristics.

## Focused on Performance

To make the most of the MX-700's potential, the super-megapixel CCD is matched with the outstanding clarity and contrast of its **Fujinon lens** — an ultrahigh-resolution design hailed for its performance in professional broadcast cameras. There's also a Digital Gamma Correction system that ensures your output retains the natural colors and smooth gradations of the original image.

## Meticulously Designed, Flawlessly Constructed

The MX-700 is designed for the long term, and you'll always want to keep it with you. Compact and lightweight, it weighs only 295 g/10.4 oz. (including battery), so it's easy to take along. You'll also appreciate the balanced handling and ergonomic contours — comfortable, stable and natural. And the body's high-grade aluminum-alloy body makes a clear statement. Quietly and eloquently,

it says you're serious about quality and photography.

## Just to Make Sure

Use the large LCD monitor to check an image immediately just to make sure it came out right. The **TFTI** display is made of low-temperature polysilicon, so the high-resolution image is crisp and clear whether you're indoors or in natural light.

## The Fast Lane

Featuring a high-performance RISC microprocessor, the MX-700 takes only 5 sec. to store an image. (When the flash is used, the next shot will be available in 12 sec.) It's much faster than other megapixel digital cameras, so you'll be ready.

## Unlimited Storage, Easy Handling

With images recorded on an ultracompact **SmartMedia™ Card**, you'll never worry about running out of storage capacity. It also makes it easy to transfer data to your computer with the optional PC Card Adapter PC-AD/PC-AD2 or the optional Floppy Disk Adapter FD-A 1. And importing the files to popular image processing applications is trouble-free since the format follows the widely used **JPEG (EXIF)** standard.

## SPECIFICATIONS DIGITAL CAMERA MX-700

<b>CCD sensor</b>	1/2-inch CCD with 1.5 million square pixels			
<b>Resolution</b>	1,280 x 1,024/640 x 480 pixels, 24-bit color			
<b>File format</b>	JPEG (Exif) with 3 kinds of compression ratios			
<b>Storage media</b>	SmartMedia™ Card (3.3V/5V) 2-8 MB			
<b>Number of images</b>	Mode	MG-2	MG-4/4S	MG-8S
	Fine	2	5	11
	Normal	5	11	22
	Basic	11	22	44
<b>Lens focal length</b>	Equivalent to 35 mm on a 35 mm camera			
<b>Macro shooting</b>	Business card-size at 9 cm/3.5 in.			
<b>Aperture</b>	2 steps (F3.2/8)			
<b>Autofocus system</b>	CCD AF			
<b>Sensitivity</b>	Equivalent to ISO 100			
<b>Exposure control</b>	Programmed AE			
<b>White balance</b>	5500K fix/Manual (4 modes)			
<b>Shutter speeds</b>	1/4–1/1,000 sec.			
<b>Viewfinders</b>	Optical viewfinder/TFTI color LCD monitor			
<b>Flash</b>	Built-in Auto Flash with a range of approx. 2.5 m/8.2 ft.			
<b>LCD monitor</b>	2-inch LCD monitor made of low-temperature polysilicon			
<b>Digital interface</b>	RS-232C			
<b>Video output</b>	NTSC/PAL			
<b>Power source</b>	Rechargeable lithium-ion battery			
<b>Dimensions</b>	80 (W) x 101 (H) x 32 (D) mm/3.1 (W) x 3.9 (H) x 1.2 (D) in.			
<b>Weight</b>	245 g/8.6 oz. (excluding battery)			

Specifications are subject to change without notice.

**FUJIFILM**

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