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NEWS RELEASE

DI-3


FinePix F455: 5.2 Megapixel Digital Camera Combines Small Size with Trusted Image Quality

PHOTOKINA 2004, COLOGNE, GERMANY, September 28, 2004 – Fuji Photo Film Co., Ltd. is proud to announce the debut of the FinePix F455, an ultra-compact digital camera fitting neatly into most palms and easily into pockets and small bags. The stylish metal body provides a secure, comfortable hold, even when shooting one-handed.

The FinePix F455 features 5.2 million effective pixels for capturing clear, life-like images, as well as a 3.4x optical and 4.1x digital zoom. The camera offers an easy-to-use range of automatic and manual features that make both the first-time digital photographer as well as the casual hobbyist comfortable. It also offers a large 2-inch, low-temp polysilicon TFT LCD monitor, making it easier than ever to view and share images.

The FinePix F455 comes with a PictureCradle for easy downloading of images to a PC and battery recharging. The camera runs on a rechargeable NP-40 Li-ion battery designed to maximize power efficiencies, and comes with an AC adapter.

Fujifilm digital cameras offer consumers top-quality printed images, whether printed at home, or at retail. The FinePix F455 offers consumers PictBridge compatibility for fast and convenient at-home printing without a computer.



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**Picture
the Future**

Features and benefits:

- 5.2 million effective pixels
- 3.4X optical zoom, 4.1X digital zoom and Macro
- Variety of shooting modes
(AUTO/MANUAL/PORTRAIT/LANDSCAPE/SPORTS/NIGHT SCENE)
- Large 2.0-inch LCD monitor
- QVGA-size movie recording
- Video output
- Rechargeable battery NP-40 and AC Power Adapter included
- PictureCradle for easy link to PC and battery recharging
- Multi-language LCD monitor (supports six languages)