

## **FinePix JX420 and JX370 – photo sharing made easy!**

Fujifilm's J series of FinePix cameras has two new additions that make taking and sharing photographs quick and easy. Both the JX420 and JX370 are ideally suited to photographers who want to shoot – and share – images with minimal fuss. For first-time digital camera users and families, both models offer an impressive specification level that includes a 16-megapixel resolution (14 megapixel on the JX370), a wide range of shooting modes and easy upload to both YouTube and Facebook.

### **Designed for ease of use**

The uncluttered design of the FinePix JX420 and JX370 ensure ease of use straight out of the box. The 5x zoom lens (equivalent to a 28-140mm lens on a 35mm camera) sits centrally on the front of the camera ensuring both models are easy to hold with one or two hands, plus the metallic-effect finish on the body adds a real sense of style.

Around the back of the cameras, a 2.7-inch rear LCD makes composing and viewing images simple, plus there's a simple button layout and large zoom control for effortless fine-tuning of framing.

What's more, the Fujinon optics and impressive resolutions on both models will ensure you get great results that can be printed out at sizes up to A3 without any reduction in quality.

### **A range of modes for still photos and movies**

Both the FinePix JX420 and JX370 may be small and pocketable, but they still pack a punch when it comes to picture taking features.

A wide range of shooting modes allows you to select specific functions according to the type of photograph you're taking, or simply leave the choice up to the camera by selecting the SR Auto mode.

Full resolution still images can be captured at up to 1.1 frames per second, plus there's Face, Smile and Blink Detection to ensure perfect portrait pictures, digital image stabilization to reduce the effect of camera shake, a panoramic shooting function and exposure compensations to help you deal with awkward lighting conditions.

The flash also offers a range of features with auto, flash on, flash off and slow synchro options, while the ISO sensitivity range extends from ISO 100 to 3200.

For those who prefer to shoot moving images, the FinePix JX420 and JX370 both offer High Definition 720p video capture.

### **Sharing made simple**

When you've taken your pictures and movies, the last thing you want to do is spend hours sat in front of your computer trying to upload the images. With the FinePix JX420 or JX370, computer time is kept to a minimum thanks to the Easy Web Upload feature. Simply scroll through the images on the rear LCD, mark the ones you want to publish and, once connected to your computer, the images will instantly upload via Fujifilm's MyFinePix Studio™ software. It couldn't be simpler!

If, on the other hand, you'd like to preserve your memories in a photobook, the FinePix JX420 and JX370 both feature Photobook Assist where you can create the book in camera and preview it by 'turning' the pages on the rear LCD.

### **FinePix JX420/JX370 key features:**

- 16-megapixel resolution\*
- 5x optical zoom lens (equivalent to 28-140mm on a 35mm camera)
- 2.7" LCD screen
- Panoramic shooting mode
- Face, Smile and Blink Detection modes
- HD (720p) video shooting
- Digital Image stabilisation
- ISO sensitivity up to 3200
- Easy upload to YouTube and Facebook
- Scene Recognition Auto mode
- I-Flash function

\*14-megapixel resolution on the JX370



**Fujifilm FinePix JX420**

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