



# 3D SHOOTING

Capture photos and movie in 3D.



## 3D AUTO SHOOTING

3D Still and Movie Shooting with Double 10MP CCD Plus 3x Optical Zoom

Shooting 3D images with an unprecedented "real feel" is simple and automatic with the built-in 3D Auto function of the FinePix REAL 3D W1 digital camera. Just frame your subject, press the shutter, and the scene is captured in a high-quality 3D image. Not only stills but also movie shooting recorded with stereo audio can be taken effortlessly. Featuring an innovative 3D viewing LCD monitor, you can shoot and review the results in 3D right on the spot.



## ADVANCED 3D MODES

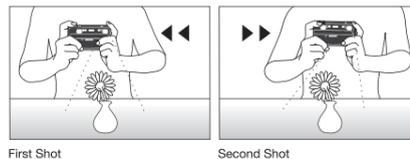
### Individual Shutter 3D Shooting

With Individual Shutter 3D Shooting, you can take two shots of the same subject from different positions, and the camera automatically merges and saves the captured images as a single enhanced 3D photo. After the first image is taken, it appears as a transparent overlay on the monitor to help you align and frame the second shot. Photos of distant subjects like mountains and skyscrapers look amazing in enhanced 3D, while close-up subjects like flowers come to life in natural 3D.



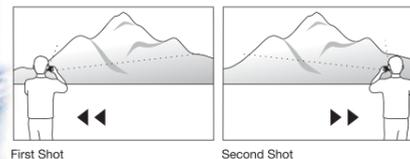
#### Macro Photography

Shoot 3D photos with a more natural sense of depth.



#### Landscape Photography

Shoot impressive 3D photos with an enhanced presence.



### Interval 3D Shooting

With a single press of the button, the camera automatically takes successive shots. Perfect for shooting from a car, train or even an airplane to create a photo with an ultra 3D sense of depth. Imagine shooting clouds from the window of your flight and capturing the scene in super 3D! FUJIFILM truly brings a whole new dimension to photo enjoyment!



### Parallax Control (3D Tuning Function)

Auto Parallax Control automatically adjusts the 3D effect for optimum viewing. For manual fine-tuning of the image, the Parallax Control Button on the back of the camera makes it easy to bring the 3D image into perfect focus while shooting or playing back 3D stills and movies.



## Expanding the Frontiers of 3D Expression with Advanced Functions & Features



### Manual Shooting Functions

Pursue the extremes of 3D and 2D photo expression with the manual shooting functions of the FinePix REAL 3D W1. Choose "M" (Manual) Mode for the freedom to set shutter speed and aperture. Get instant control of depth of field in "A" (Aperture Priority) Mode. With the built-in "P" (Program) Mode, the camera automatically sets the shutter speed and aperture value. With manual shooting functions, you can capture what your mind's eye sees in every detail.

### Scene Positions for Every Moment

Just select the Scene Position (SP) that matches the subject and situation. The camera automatically optimizes every setting from shutter speed and white balance to sensitivity and even turning flash on or off. With a choice of 13 easy-to-select Scene Positions for both 2D and 3D photos, moments are captured with the best possible results every time you press the shutter.



### 2.8-inch 3D LCD Monitor

The monitor on the back of the camera features a 2.8-inch high-resolution 230,000-dot LCD monitor incorporating our newly developed "Light Direction Control System". The cutting-edge monitor not only displays captured 3D images on the spot, but also lets you frame 3D shots while viewing the scene in 3D, and you can see it all with the naked eye!

### Wireless Transfer of 3D/2D Image Data (IrSimple™/IrSS™)

With built-in IrSimple™/IrSS™ compatibility, 3D images captured with the W1 can be effortlessly beamed for viewing on the LCD screen of the FinePix REAL 3D V1 Viewer. Transfer of 2D image data is also possible with printers and digital cameras compatible with high-speed infrared data communications.

\*IrSimple™ and IrSS™ are registered trademarks of the Infrared Data Association.  
\*Only SD/SDHC memory cards can be used for transfer of 3D movie data.



Display of 3D images on the camera.



Easy wireless transfer of image data.



# 2D SHOOTING

New frontiers in 2D shooting.

FinePix REAL 3D W1

### 2D SHOOTING

10 Megapixel Resolution & 3x Optical Zoom

Two built-in Fujinon 3x optical zoom lenses and two CCDs, each with 10 megapixel resolution, comprise the hardware platform for the image capture system. In addition, the advanced image processing of the newly developed RP Processor 3D enhances the resolution of 2D images, reproducing the subject in every detail.

### ADVANCED 2D MODES

The Advanced 2D Modes let users use the two image capture systems independently. Just like shooting with 2 digital cameras, the user can choose different zoom, sensitivity and color settings for each image capture system and take 2 photos of the same scene at the same instant.

### Tele/Wide Simultaneous Shooting

Zoom in on your subject and also take a wide-angle shot of the same scene at the same time. The twin-lens system lets you freely set the zoom magnification for one lens while the other is set to wide angle, letting you capture the exact same instant with totally different angles of view.

\*With Tele/Wide Simultaneous Shooting, the left lens can zoom while the right lens is fixed in a wide angle setting.



Wide Angle

3x Optical Zoom

### 2-Color Simultaneous Shooting

Change the settings and with one press of the shutter, you can take two photos of the same scene with a different color tonality. Set one lens system to Standard and the other to the vivid colors of Chrome. You can also capture the scene in both Standard and vintage Black & White or shoot simultaneously with Chrome and Black & White. Fujifilm doubles your enjoyment of every moment.



Standard

Black & White

### 2-Sensitivity Simultaneous Shooting

Take two photos of the same instant - one at high sensitivity and one at low sensitivity. For example, you can take panned shots of a moving subject at the exact same instant with different degrees of background motion blur. In dark scenes, you can prioritize blur reduction for one shot, and image quality for the other. For times when you are not sure which sensitivity setting is better, you can shoot the moment at two settings and later pick the image to keep during playback.



Low Sensitivity

High Sensitivity



# 3D VIEWING

Enjoy high-quality 3D images with the naked eye.



### 8-inch high-resolution LCD panel

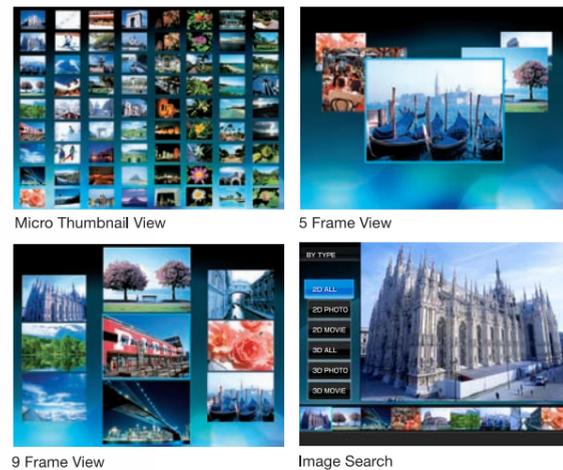
View your beautiful 3D images in high resolution on the large digital viewer (400 x 600 x 2 channel). Just insert the SD memory card of images and the viewer turns on, ready to present a 3D photo slide show. One touch of the touch key easily switches between 2D and 3D display modes. Manual fine-tuning for a more natural 3D effect is also simple with Parallax Control key.

### Illuminated Touch Bar & Touch Keys

Illuminated touch bar and touch keys make viewer control smooth and easy. When not in use, the illuminated controls fade out, leaving just a frame and undistracted enjoyment of your images.

### Diverse Playback Functions

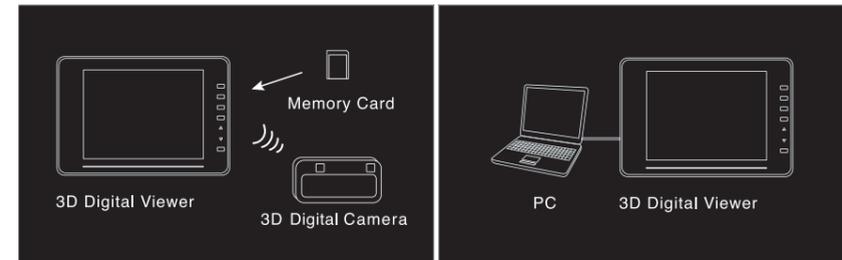
Enjoy 3D and 2D images presented in your choice of over 20 different slide show templates or watch playback of movie with recorded stereo audio. The viewer also features image management and navigation functions, making it easy to organize your favorite files and select photos from Micro Thumbnail, 5 or 9 frames at a time.



### Setup Freedom & Simple Remote Control

The viewer comes with an easy-to-setup stand for standard horizontal or vertical portrait\* display, or it can be mounted on a tripod. With the included remote controller, users can remotely access selection and display menus for easy control of major functions and menu commands.

\*Display in the vertical orientation is limited to 2D images.



### Data Transfer from Personal Computers & 3D Digital Cameras

The viewer can read and display image data stored on memory cards. It can also receive image data from the FinePix REAL 3D W1 via high-speed Ir communication. Users can also directly connect it to their personal computer via USB and transfer stored images to the viewer for display.

