

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

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

Specifications are subject to change without notice.

FUJIFILM

FUJI PHOTO FILM CO., LTD.

26-30, NISHIAZABU 2-CHOMEI MINATO-KU, TOKYO 106-8620, JAPAN

© 1998 Fuji Photo Film Co., Ltd.

Ref. No. EB-802E (SK-98-01-DT-MW) Printed in Japan