

*New*



## FUJIX DIGITAL CAMERA DS - 330

If you've ever wondered whether a digital camera can combine quality and simplicity, the DS-330 has all the right answers. In a moment, you'll discover that it couldn't be easier to use. And a glance at the image quality will tell you that the performance and resolution are comparable to those of our most advanced digital SLRs.



THE CREATIVITY AND FUN ARE BUILT IN



# The Power of the Imagination

Everyone has heard about the promise of digital photography. Reviewing a shot immediately. Easy image processing. Fast data transfer and transmission. All the automated functions you're used to. And a lot more. It's time to get serious about the possibilities because the DS-330 delivers all this performance and raises image quality to another level. It's everything you've been waiting for (plus some very interesting extras). So see for yourself what the DS-330 can do. And discover the power of the digital imagination.



All pictures on this page were taken with the DS-330. Shooting information is on the back cover.



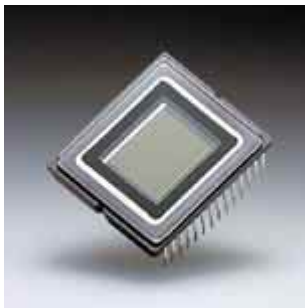
FUJIFILM  
LIM  
CCD  
**FUJIX Digital Camera  
DS-330**



# EXPECT THE UNEXPECTED



Check the resolution of an image taken with the DS-330, and examine the color reproduction. You'll be pleasantly surprised to find the image quality is close to the results you get with silver-halide film. Until you see it for yourself, that might sound impossible, but the DS-330 was created to make you a believer.



## Perfect vision

If you're wondering how the DS-330's images can approach photographic quality, think of the 2/3-inch CCD as a "digital eye." It's the same one used in our top-of-the-line DS-560/565 digital SLRs, and it has 1.4 million pixels (effectively 1.3 million in an array of 1,280 × 1,000 pixels). This integration is so advanced that the resolution is almost four times higher than the 640 × 480 pixels of a VGA.

The number of pixels is a sign of image quality, but their proportions are just as important. With square pixels specially for a digital camera, there's no need to adjust the horizontal/vertical ratio when data are input to a PC. That means data transfer is faster and image quality isn't affected.

The DS-330 also has an RGB filter which reproduces colors much more accurately than a conventional complementary-color filter. The difference this primary-color filter makes is particularly noticeable with high saturation and gray tones—areas where other digital cameras usually fall short.



## The mind's eye

The DS-330 has five exposure modes. In the Auto Mode, optimal shooting settings are determined automatically for the aperture, shutter speed, focusing and more. Choose the Programmed AE Mode, and the camera will determine the optimal combination of aperture and shutter speed. For greater creative control, use the Aperture-Priority Mode, Shutter Speed-Priority Mode or even Manual Mode. Capable of handling the most complicated lighting, it also has a TTL Intelligent AE system that reads the lighting at nine points in the frame and calculates the appropriate exposure automatically.

You'll find some extras as well. If you decide to capture a scene in an expressive gray-scale image, use the B/W Mode to be sure that you record all the gradations.

When you want to accentuate the contrast and sharpen the edges, the Clear Mode will create a dramatic effect.



Normal



3x Zoom



## The professional's choice

Whether you're using a 35 mm camera or a digital model, no image can be better than your lens. That's why the DS-330 has a Super EBC Fujinon Lens—a highly regarded design that's even used in professional broadcast cameras. To eliminate ghosting and flare, it has an exclusive EBC multi-coating.

To cover focal lengths equivalent to the 35–105 mm range of a 35 mm camera, simply press the electronic Zoom Button. The Optical 3× Mode is always ready for wide-angle and telephoto shots.

When a subject is unusually far away, just switch to the Digital 2× Mode for a 6× telephoto setting comparable to a conventional camera's 210 mm focal length. There's also a Macro function for images in full A5 size (half of letter size) shot from as close as 20 cm (7.8 in.).



6x Zoom  
(with Digital Zoom)



## An exact balance

Whether you're shooting at midday or in the soft light at the end of day, you can optimize the exposure with the DS-330's three-step White Balance system. Fixed at 5500K, the Standard setting is suited to daylight. Option 1 is specially for the continuous light including artificial lighting as well as low light at sunset and nighttime. And Option 2 adjusts the white balance for flash photography in a studio.



Top: STD Mode (640 × 480 pixels), 1/500 sec. F5.6, Hi setting  
Middle: Opt. 1 Mode (640 × 480 pixels), 1/60 sec. F3.5, Hi setting  
Above: Opt. 2 Mode (1,280 × 1,000 pixels), 1/125 sec. F8, Fine setting

# A NEW DEPARTURE



Sophisticated functions and the easy operation of a point-and-shoot camera are only some of the DS-330's handling advantages. Its digital capabilities open up almost limitless possibilities. And you'll quickly discover they're only the beginning.



## Integration means innovation

The DS-330's high-precision Super Hybrid Autofocus system makes focusing incredibly fast and absolutely accurate. It's based on an integration of active and passive AF as well as CCD AF. Of course, you can also control the focus manually just by turning the Up/Down Dial to the appropriate setting.



## A free hand

The DS-330 gives you both freedom and control. Use the Mode Dial and the Up/Down Dial to set the combination you want, from the exposure, manual focus and autofocus to the ISO sensitivity and more. Checking your settings is as easy as glancing at the large, easy-to-read LCD Panel. And Quick Select simplifies handling further by letting you program Custom Ready with the settings you use most often.



## The creative edge

For all its sophistication, the DS-330 simplifies creativity at every step.

Just add the optional LV-D3 LCD Viewfinder, and you'll have a real image of your subject, without any worries about parallax distortion. During capture, you can see the image through the lens, then review it afterwards. Since the viewfinder can be turned to any angle, it's always easy to compose, even when the camera is held very low. The LCD Viewfinder also gives you a display of essential information including the aperture setting, shutter speed and exposure compensation.

To use an external flash, simply attach it to the hot shoe on top of the camera.



For fast and simple data transfer to a computer, input image files directly

from the PC Card or connect the DS-330 with an RS-232C cable. You can also speed up transfers by adding an optional Extension Unit with a SCSI connection that will move your image files almost before you know it.



## Friendly formats

The DS-330 records images in Fujifilm's original Exif (JPEG) format\* on an ATA-compliant PC Card. The widely used international JPEG standard eliminates any worries about PC compatibility, while the Exif format automatically records information such as thumbnail images, the date, aperture, shutter speed and other shooting data.

\* In the Hi Mode, the TIFF-YC format is used for recording. Fujifilm's optional software is required to open the images.

## Both practical and elegant

The DS-330 is the first digital camera with a body made from a corrosion-resistant, high-purity magnesium compound. Created with a special Thixomolding process, it has the unmistakable look and feel of quality. Even more important, it offers the durability, precision and light weight that are impossible to achieve with plastic. There's also an aluminum lens barrel that's exceptionally strong and finished to exacting tolerances.



(1,280 x 1,000 pixels), 1/125 sec. F8, Fine setting

# EVERY SECOND COUNTS



To maximize the DS-330's performance (and get more out of your photography), add an optional Extension Unit. Whether you want to expand your creative opportunities or handle data more efficiently, it will give you all the tools you need. Very, very quickly.



## Move into action

Unless you have the right equipment, action photography takes luck as well as skill. That's why you'll welcome the ways that the DS-330's Extension Units' Continuous Mode can open up new subjects and approaches.

Both the EU-D3 and EU-D3A Extension Units can record up to 4.5 frames per second. The EU-D3 can capture three frames in succession, while the EU-D3A can shoot a sequence of 12 frames.



Continuous Mode (1,280 × 1,000 pixels), 1/60 sec. F5.6, Fine setting



## The SCSI connection

The Extension Units have the answer when you want to move files faster than a serial port connection allows. Just connect a cable to a PC from the SCSI port for superhigh-speed data transfers.

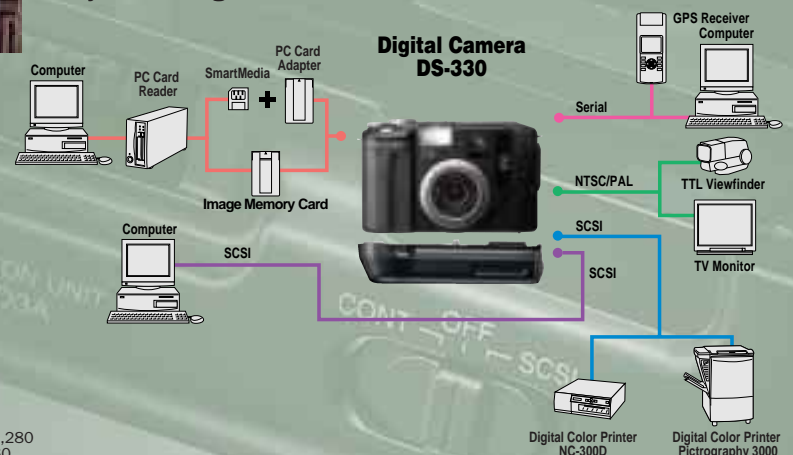
You can also use the Extension Units to control the camera from a PC during shooting, and then record the data on your PC.



## Take the direct approach

When you add an Extension Unit, you can also use the SCSI port for direct output to a digital color printer such as the Fujifilm Digital Color Printer NC-300D or Pictography 3000. Simple and fast, this solution avoids the bother of transferring data to your PC before you can print an image. Not only for full-frame images, the Extension Unit can also output an Index Print with reduced images of the shots you've recorded on the PC Card.

## System configuration



Digital Camera DS-330

Digital Color Printer NC-300D

Digital Color Printer Pictography 3000

# SPECIFICATIONS

## FUJIX DIGITAL CAMERA DS-330

<b>CCD image sensor</b>	<ul style="list-style-type: none"> <li>• 2/3-inch CCD with 1.4 million pixels (effectively 1.3 million)</li> <li>• Square pixels with RGB (primary color) filter</li> </ul>	<b>Viewfinder</b>	• Optical
<b>Storage media</b>	<ul style="list-style-type: none"> <li>• ATA Type I or II PC Card (PCMCIA release 2.1)</li> <li>• SmartMedia with PC Card Adapter</li> </ul>	<b>Shutter speeds</b>	• 1/4~1/1,000 sec.
<b>File format</b>	<ul style="list-style-type: none"> <li>• JPEG standard (Exif)</li> <li>• TIFF-YC (Exif)</li> </ul>	<b>Aperture</b>	• F3.5, 5.6, 8 and 11
<b>Number of frames (HG-10 memory card)</b>	<ul style="list-style-type: none"> <li>• Hi (TIFF-YC): 4 images</li> <li>• Fine (JPEG): 16 images</li> <li>• Normal (JPEG): 33 images</li> <li>• Basic (JPEG): 64 images</li> </ul>	<b>Exposure control</b>	• Programmed AE, Aperture-Priority AE, Shutter Speed-Priority AE and Manual Modes
<b>Resolution</b>	<ul style="list-style-type: none"> <li>• 1,280 × 1,000 pixels</li> <li>• 640 × 480 pixels</li> <li>• 8-bit/color (24-bit full color)</li> </ul>	<b>Exposure compensation</b>	• 0.3 EV steps (-0.9~+1.8 EV)
<b>ISO</b>	• Equivalent to 100/400	<b>White balance</b>	• 5500K fixed or one-push auto
<b>Focal lengths</b>	• 35-105 mm (35 mm camera equivalent)	<b>Flash</b>	• Built-in auto flash; hot shoe for external flash
<b>Macro shooting</b>	• Full A5 size at 20 cm/half of letter size at 7.8 in.	<b>Output</b>	<ul style="list-style-type: none"> <li>• Video: Live/Playback (NTSC/PAL); NTSC (U model) with RCA pin PAL (E model) with RCA pin</li> <li>• Digital: Mini DIN (9 pin) for high-speed transfer with RS-232C cable</li> </ul>
<b>Autofocus system</b>	<ul style="list-style-type: none"> <li>• Super Hybrid AF system (combining passive, active and CCD AF)</li> <li>• Focusing range: 20 cm/7.8 in.~∞ (including Macro shooting)</li> </ul>	<b>Power source</b>	• NP-510 lithium ion battery, AC power adapter
		<b>Dimensions</b>	• 153 (W) × 96 (H) × 78 (D) mm/ 6.0 (W) × 3.8 (H) × 3.1 (D) in.
		<b>Weight</b>	• Approx. 620 g/21.9 oz. (excluding battery and PC Card)

Specifications are subject to change without notice.

# ACCESSORIES

**Image Memory Cards**

HG-5    HG-10    HG-15    HG-40

**Power Supply Kit**

PK-D3

- An image memory card and the power supply kit are required to use the DS-330.
- Performance with other companies' cards is not guaranteed.

**Extension Units EU-D3/ EU-D3A\***

The optional Extension Units offer Continuous Mode shooting, direct printing and a SCSI connection (D-sub 25-pin) to a PC. In the Continuous Mode, the EU-D3 can record a sequence of three frames, while the EU-D3A can capture 12 frames. TWAIN-compliant driver software for both Windows® and Macintosh® computers is included.

\* The TWAIN-compliant driver software, included with the EU-D3 and EU-D3A Extension Units and IF-D3 interface kit, requires application software such as Adobe Photoshop™.  
\*\* Requires Converter Cable CC-D3.

Macintosh® is a registered trademark of Apple Computer, Inc.  
Windows® is a registered trademark of Microsoft Corporation.  
Adobe Photoshop™ is a trademark of Adobe Systems Inc.  
All other trademarks are the property of their respective holders.

**LCD Viewfinder LV-D3**  
The LV-D3 lets you check the image through the lens and review it immediately. With the versatile angle-adjustment mechanism, composition is easy wherever the camera is held.

**Carrying Case LC-D3**

**Interface Kit IF-D3\***  
The interface kit includes an RS-232C cable and TWAIN-compliant driver software for transferring image data directly to a Windows® or Macintosh® computer.

**Dust Cover CV-D3**

**DS Camera Plug-in Module for Photoshop™ SD-D5**  
The SD-D5 plug-in module can check shooting data and image files; it opens JPEG and TIFF-YC files. Versions for Windows® 95/3.1® and Macintosh® are included.

**Rechargeable Battery NP-510**

**Remote Release RE-HC\*\***

**Slave Adapter SA-D5\*\***

**Converter Cable CC-D3**

1	2
3	4
5	6
7	8

**Shooting information for the introduction page**

- 1 (1,280 × 1,000 pixels), 1/125 sec. F11, Hi setting
- 2 (1,280 × 1,000 pixels), 1/4 sec. F8, Fine setting
- 3 B/W mode (1,280 × 1,000 pixels), 1/60 sec. F8, Fine setting
- 4 (1,280 × 1,000 pixels), 1/30 sec. F5.6, Fine setting
- 5 (1,280 × 1,000 pixels), 1/125 sec. F8, Hi setting
- 6 (1,280 × 1,000 pixels), 1/125 sec. F8, Fine setting
- 7 (1,280 × 1,000 pixels), 1/6 sec. F5.6, Fine setting with built-in auto flash
- 8 All pictures were taken with the DS-330.