

SPECIFICATIONS

■ DIGITAL CAMERA FinePix REAL 3D W3

Number of effective pixels*1	10.0 million pixels
CCD sensor	1/2.3-inch CCD x 2
Storage media	Internal memory (Approx. 34MB) / SD memory card / SDHC memory card**2
File format	3D Still image : MPO+JPEG, MPO (Multi Picture Format compatible) 2D Still image : JPEG (Exif Ver 2.3**3) (Design rule for Camera File system compliant / DPOF-compatible) 3D Movie : 3D-AVI (Stereo AVI format with 2 image channels) 2D Movie : AVI format (Motion JPEG with stereo sound)
Number of recorded pixels	L :<4:3> 3648 x 2736 pixels / <3:2> 3648 x 2432 pixels / <16:9> 3584 x 2016 pixels M :<4:3> 2592 x 1944 pixels / <3:2> 2592 x 1728 pixels / <16:9> 2560 x 1440 pixels S :<4:3> 2048 x 1536 pixels / <3:2> 2016 x 1344 pixels / <16:9> 1920 x 1080 pixels
Lens	Fujinon 3x optical zoom lens, F3.7 (Wide) - F4.2 (Telephoto)
Lens focal length	f = 6.3 - 18.9mm, equivalent to 35 - 105mm on a 35mm camera
Aperture	Wide : F3.7 - F8.0, Telephoto : F4.2 - F9.0
Focus distance	Normal : Approx. 60cm / 2ft. to infinity Macro(3D) : Wide : Approx. 38cm - 70cm / 1.2ft. - 2.3ft. Telephoto : Approx. 1.1m - 2.3m / 3.6ft. - 7.5ft. Macro(2D) : Wide : Approx. 8cm - 80cm / 0.3ft. - 2.6ft. Telephoto : Approx. 60cm - 3m / 2.0ft. - 9.8ft.
Recommended shooting distance for 3D**4	Normal : [Wide] Approx. 1.3m to infinity / 4.3ft. to infinity [Telephoto] Approx. 3.7m to infinity / 12.1ft. to infinity Macro : [Wide] Approx. 48cm - 70cm / 1.6ft. - 2.3 ft. [Telephoto] Approx. 1.4m - 2.2m / 4.6ft. - 7.2ft.
Sensitivity	AUTO (400) / AUTO (800) / AUTO (1600) / Equivalent to ISO 100 / 200 / 400 / 800 / 1600 (Standard Output Sensitivity)
Exposure control	TTL 256-zones metering, MULTI, SPOT, AVERAGE
Exposure mode	Programmed AE, Aperture Priority AE, Manual
Shooting modes	SP mode : Natural light, Natural light and with Flash, Portrait, Landscape, Sport, Night, Night (Tripod), Sunset, Snow, Beach, Underwater, Party, Anti-Blur ADV 3D : Interval 3D shooting, Individual shutter 3D shooting ADV 2D : Tele/Wide simultaneous shooting, 2-Color simultaneous shooting, 2-Sensitivity simultaneous shooting
Shutter speed	Night : 1/8sec. - 1/500sec. Night (Tripod) : 3sec. - 1/500sec. Manual : 1/2sec. - 1/1000sec. All other modes including AUTO : 1/4sec. - 1/1000sec.
Continuous shooting	3D : Top-40 (max. 2 frames/sec., "S" only) 2D : Top-40 (max. 1 frame/sec.) High speed Top-40 (max. 3 frames/sec., "S" only)

\*1 Number of effective pixels : The number of pixels on the image sensor which receive input light through the optical lens, and which are effectively reflected in the final output data of the still image. \*2 Please see the Fujifilm website to check memory card compatibility. SD memory card with a class 6 write speed (6MB/s) or better is recommended when shooting movies. \*3 Exif 2.3 is a digital camera file format that contains a variety of shooting information for optimal. \*4 This coverage of shooting distance for 3D is recommended for stable 3D viewing. \*5 Measured by CIPA standard.

Focus	Mode : Single AF AF mode : 3D : Center 2D : Center, Multi (for Face Detection off only)
White balance	Automatic scene recognition, Preset : Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm white), Fluorescent light (Cool white), Incandescent light, Underwater lighting
Self-timer	Approx. 10sec. / 2sec. delay
Flash	Auto flash Effective range : (ISO 800) Normal : Wide: Approx. 60cm - 3.6m / 2ft. - 11.8ft. Telephoto: Approx. 60cm - 3.1m / 2ft. - 10.2ft. Macro : Wide Approx. 30cm - 80cm / 1ft. - 2.6ft. Telephoto: Approx. 60cm - 1.5m / 2ft. - 4.9ft. Flash modes : Red-eye removal OFF : Auto, Forced Flash, Suppressed Flash, Slow Synchro. Red-eye removal ON : Red-eye Reduction Auto, Red-eye Reduction & Forced Flash, Suppressed Flash, Red-eye Reduction
LCD monitor	3.5-inch, Approx. 1,150,000 dots color LCD monitor with Lenticular type, Approx. 100% coverage
Movie recording	1280 x 720 (24 frames/sec.) / 640 x 480 pixels (30 frames/sec.) / 320 x 240 pixels (30 frames/sec.) with stereo sound *Zoom function cannot be used during movie recording.* SD memory card with a class 6 write speed (6MB/s) or better is recommended.
Photography functions	3D : Auto parallax control, Power management, Framing guideline, Frame No. memory 2D : Face Detection (with Red-eye removal), Power management, Framing guideline, Frame No. memory
Playback functions	3D : Parallax adjustment, Multi-frame playback (with Micro Thumbnail), Cropping, Resize, Sorting by date, Slideshow 2D : Face Detection (with Red-eye removal), Multi-frame playback (with Micro Thumbnail), Sorting by date, Cropping, Resize, Slideshow, Image rotate
HDMI output	HDMI 1.4 - 3D compliant, HDMI mini-terminal
Video output	NTSC / PAL selectable
Digital interface	USB 2.0 High-Speed
Power supply	NP-50 Li-ion battery (included)
Dimensions	Approx. 124.0 (W) x 65.9 (H) x 27.8 (D) mm / 4.9 (W) x 2.6 (H) x 1.1 (D) in. (Slimest D: 21.0mm / 0.8 in.) (excluding accessories, battery and memory card)
Weight	Approx. 230 g / 8.1 oz (excluding accessories, battery and memory card) Approx. 250 g / 8.5 oz (including accessories, battery and memory card)
Guide to the number of available frames for battery operation	Number of frames (3D AUTO mode with POWER SAVE 1) : Approx. 150 frames**5



3D Digital Camera  
FinePix REAL 3D W3

Accessories included

- NP-50 Li-ion battery
- Battery charger BC-45W
- Hand strap
- USB cable
- CD-ROM
- Owner's manual

Optional accessories

- Rechargeable battery NP-50
- Battery charger BC-45W
- AC power adapter AC-5VX
- HD Player HDP-L1\*\*6
- DC coupler CP-50
- AV cable AV-C51
- 3D Viewer REAL 3D V1\*\*6



\*6 3D HD movie cannot be played back.

Internal Memory / Memory Card Capacity

Actual number of frames and recording time varies depending on the type of memory card or shooting conditions.

Modes		L4:3		L3:2		L16:9		M4:3		M3:2		M16:9		S4:3		S3:2		S16:9		3D Movie		2D Movie			
Quality		FINE	NORMAL	FINE	NORMAL	FINE	NORMAL	FINE	NORMAL	FINE	NORMAL	FINE	NORMAL	FINE	NORMAL	FINE	NORMAL	FINE	NORMAL	HD**1	VGA**2	QVGA**2	HD**2	VGA**2	QVGA**2
Number of recorded pixels		3648×2736		3648×2432		3584×2016		2592×1944		2592×1782		2560×1440		2048×1536		2016×1344		1920×1080		1280×720	640×480	320×240	1280×720	640×480	320×240
Frame rate		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 f/s	30 f/s	30 f/s	24 f/s	30 f/s	30 f/s
File Size	MPO+JPEG	14.7MB	7.4MB	13.1MB	6.6MB	10.7MB	5.4MB	7.5MB	3.8MB	6.7MB	3.4MB	5.5MB	2.8MB	4.7MB	2.4MB	4.1MB	2.1MB	3.1MB	2.1MB	-	-	-	-	-	-
	MPO	9.8MB	4.9MB	8.7MB	4.4MB	7.1MB	3.6MB	5.0MB	2.5MB	4.5MB	2.3MB	3.7MB	1.9MB	3.1MB	1.6MB	2.7MB	1.4MB	2.1MB	1.4MB	-	-	-	-	-	-
	JPEG	4.9MB	2.5MB	4.4MB	2.2MB	3.6MB	1.8MB	2.5MB	1.3MB	2.2MB	1.1MB	1.8MB	0.9MB	1.6MB	0.8MB	1.4MB	0.7MB	1.0MB	0.7MB	-	-	-	-	-	-
Internal Memory (approx.34MB)		2	4	4	5	3	6	4	8	4	10	6	12	7	14	8	16	10	16	-	-	26sec.	-	-	46sec.
SD memory card	1GB	65	130	75	140	90	180	130	260	140	290	170	350	200	410	240	470	310	470	2min.	6min.	12min.	5min.	12min.	21min.
	2GB	130	260	150	290	180	360	260	520	290	580	350	700	410	810	480	930	620	930	5min.	13min.	25min.	10min.	25min.	43min.
SDHC memory card	4GB	260	530	300	590	370	730	530	1040	590	1170	710	1400	830	1630	960	1880	1250	1880	10min.	27min.	50min.	20min.	50min.	87min.
	8GB	530	1070	600	1200	740	1470	1060	2090	1190	2340	1430	2820	1680	3270	1940	3770	2510	3770	21min.	54min.	100min.	42min.	100min.	176min.
	16GB	1070	2120	1200	2380	1470	2920	2110	4150	2360	4660	2850	5610	3330	6500	3860	7480	4990	7480	42min.	107min.	199min.	83min.	200min.	349min.
	32GB	2120	4240	2400	4760	2940	5840	4220	8320	4720	9440	5700	11400	6960	13920	8480	16960	10960	16960	84min.	214min.	418min.	164min.	418min.	696min.

\*1 When a movie reaches a size of 4GB, recording will briefly pause and then resume in a new file. \*2 Total length of all movie files. Individual movies can not exceed 2GB, regardless of capacity.

All other trademarks are the property of their respective holders.

**FUJIFILM**  
FUJIFILM Corporation

Specifications are subject to change without notice.  
For more information, please visit our Website:  
<http://fujifilm.com/3d/>

Ref.No. EB-1022E (SK-10-07-F1129-F9711) Printed in Japan ©2010 FUJIFILM Corporation



A digital camera that lets you easily shoot 3D HD Movies & Still Photos.

**FINEPIX REAL 3D W3**

FinePix. More than you imagined.



# SHOOT 3D.

Vivid memories that do not fade, even after decades. See it for real, see it in 3D!



FINEPIX REAL 3D W3

## Capture 3D HD Movies and Still Photos



### Shoot high-resolution 3D photos and movies effortlessly with 3D Auto.

The FinePix REAL 3D W3 comes complete with two 10 megapixel sensors and two Fujinon 3x optical zoom lenses. This set-up allows you to capture high-definition, high-resolution images and movies in 3D effortlessly, just by selecting 3D Auto. What's more, your memories will be captured with stereo audio sound in movie mode.

## Capture 2D HD Movies and Still Photos



### Not just a 3D camera, take stunning 2D shots easily.

This camera is a real multi-tasker! Not only can it shoot in spectacular 3D, but you can also switch to standard 2D mode and use it as a normal camera. There are even special features that allow you to use the fact that the camera has two lenses and two sensors and take two different photos at once! Also, Super Intelligent Flash and Scene Position are featured to automatically make the optical settings to match your scene.\* \*See p5 and p6 for more details.

## REAL 3D Technology

### Two sets of lens that work in the same way as human eyes.

Our ability to perceive depth comes from viewing an object along two different lines of sight. This phenomenon is called parallax. The FinePix REAL 3D W3 is fitted with two lenses to capture realistic images that are unchanged from how human eyes see them. Both optical 3x zoom lenses capture subjects beautifully, even from a distance. The camera's newly developed stainless steel frame maintains the optical axis with high precision. All these features are combined in a light, compact, stylish body.



### Natural sense of depth with synchronized control of two CCDs.

With its two 10 megapixel sensors, the FinePix REAL 3D W3 captures even the finest of details. The synchronized control of the two sensors and lenses prevents any inaccuracy between the two images and produces a perfectly matched pair of images which, when combined, produce a single image with a very natural sense of depth.

### RP (REAL PHOTO) PROCESSOR 3D HD

Image data captured by the twin lens-CCD system is processed by the newly developed RP (REAL PHOTO) Processor 3D HD. The technology merges the left and right images into a single image. This processor is also the power behind 3D Auto – the function that lets even first-time users take stunning HD-quality images effortlessly.



## 3.5" Wide 3D LCD Monitor

### See your 3D movies and photos with the naked eye.

The large 3.5" LCD screen displays high-resolution, high-contrast 3D images and movies without the need for glasses. See it in all its glory with your own eyes!

### Crisp 3D shots with low crosstalk

Enjoy natural, effective 3D images with reduced "crosstalk" (or double exposure) which is typically present in 3D images.



Double exposed 3D image



W3 newly developed monitor's 3D image

Images come to life on the bright LCD display.

High-resolution 1.15 million dot LCD

Lenticular Lens System

High Luminosity Mode displays images 1.5x\* brighter and reproduces color 1.8x\* deeper, allowing you to enjoy clear, distinct and vivid images.

\*Compared to previous model.

3D images are shown on a high-resolution 1.15 million dot LCD. The LCD ensures perfect portrayal of fine details and color.

The FinePix REAL 3D W3 uses an array of microscopic concave lenses to produce binocular disparity. This technology prevents on-screen flickering and crosstalk.



# VIEW 3D.

Re-live those perfect moments in superb 3D in the comfort of your own home.



FINEPIX REAL 3D W3

## 3D HD Movies and Still Photos

**Simply connect with HDMI cable to enjoy HDTV-quality images.**

Simply connect your W3 camera to a 3DTV using a HDMI cable\* and sit back and enjoy all your photos and home movies in amazing high definition 3D!

\* Commercially available HDMI cable (high speed type) required.



**Store and enjoy your 3D images and movies in a variety of different ways.**



3D TV



### 3D Digital Viewer FINEPIX REAL 3D V1

The FinePix REAL 3D V1 3D digital viewer's innovative technology produces the sense of depth experienced by human eyes. Enjoy high-quality 3D images without the aid of special glasses – just your eyes!\*

\*3D HD movies cannot be played.



3D Projector



3D PC



### FUJIFILM 3D Prints

Try out Fujifilm's 3D printing system which prints 3D images directly on to special lenticular sheets. The result is photos with spectacular depth, and memories preserved in beautiful 3D.



# Advanced features

## Switch 2D/3D Button

You can still capture normal photos in 2D with this camera. Just press the 2D/3D button to toggle between the two settings. 2D/3D button can also be used in “Playback” mode.



## Manual Shooting Functions

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. Take the shot you want, whether it is in 2D or 3D.

## 13 Types of Scene Positions

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 selects whether or not the flash is required. Moments are captured with the best possible results for both 2D and 3D photos.



## Super Intelligent Flash

This advanced flash system automatically adjusts flash output and timing to capture subjects and background in bright natural detail over the full flash range. No more flash washout even when taking close up shots.



Macro can be set to 38 cm in 3D mode and 8 cm in 2D mode.

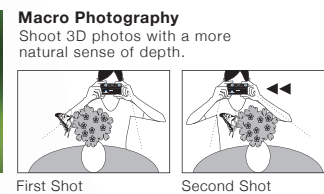


## Advanced 3D Modes

3D

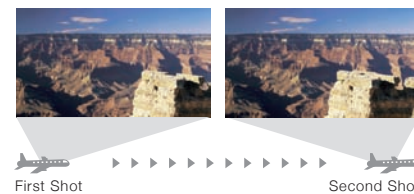
### Individual Shutter 3D Shooting

With Individual Shutter 3D Shooting, you can take two shots of the same subjects from different positions. The camera automatically merges and saves the captured images as a single enhanced 3D photo. 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.



### Interval 3D Shooting

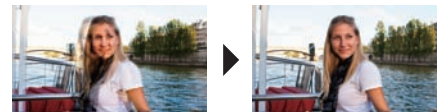
With a single press of the button, the camera automatically takes successive shots. Perfect for shooting from a car, train or even an airplane to create a photo with an ultra 3D sense of depth. Imagine shooting clouds from the window of your flight and capturing the scene in super 3D! FUJIFILM truly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



## Parallax Control (3D Tuning Function)

3D

The camera automatically adjusts parallax in 3D Auto mode for an optimal sense of depth. Manual mode is also possible by operating the Parallax Control lever on the top of the camera to easily fine-tune the sense of depth and alignment of the images.



## Edit your 3D images on MyFinePix Studio

3D

Edit your 3D images using the MyFinePix Studio software\* included. You can separate 3D photos into left/right still images and re-combine them. You can also trim and combine your 3D movies quickly and easily.

\*Please ensure you have completed automatic update of the latest version.



## Advanced 2D Modes

2D

With two lenses and two sensors, the W3 camera is effectively two cameras in one. These advanced 2D modes allow you to benefit from the two cameras independently with Dual Shooting modes taking two shots at the same time and capturing the same scene in different colors, at different zoom lengths and at different sensitivities.

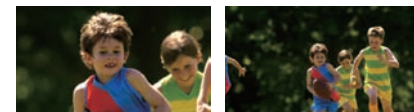
### 2-Color Simultaneous Shooting

Change the settings and with one press of the shutter, you can take photos of the same scene with different color tonality. Set one lens system to vivid colors and the other to vintage black & white. Or capture the scene in both Standard and Black & White. Fujifilm doubles your enjoyment of every moment.



### Tele/Wide Simultaneous Shooting

Zoom in on your subject and also take a wide-angle shot of the same scene at the same time.



### 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.

