

# TEST FIRE

Our art director, eRiQ, went shooting with the latest digital camera from the Fujifilm Finepix HS series.

## Fujifilm Finepix HS50 exr - More zoom for your buck

If you are trying to take tricky, close to the ground, macro shots or want to capture something above some tall bushes you can switch to the very useful 3.0-inch Vari-Angle LCD screen.



### INTRODUCTION

Three years ago I was introduced to the Fujifilm Finepix HS10 - and it has been my trusty camera ever since. When the announcement was made in January this year, that the new improved HS50 was coming out, I started hunting the online forums and other websites for any info I could get. I knew that this was going to be my new best mate!

As it is with mates, they often turn up late - the camera took almost five months to appear in New Zealand - while overseas people were snapping away left, right and centre. But it was well worth the wait.

### FEATURES AND BENEFITS

This camera fits really well in my big hands - a decent size camera that actually looks and feels like a camera! Not that there's anything wrong with taking snapshots on your smartphone, but you wouldn't shoot a deer with a bb-gun would ya!



Not the sharpest image, but - this mob of Fallow were about 740 metres away!!!

Panoramic images are very easily taken by 'sweeping' with the camera while keeping the shutter release depressed. The HS50 does all the processing and stitching for you. You can even create a 360 degree image! This also shows the 42x zooming in on Mt. Edgcombe...

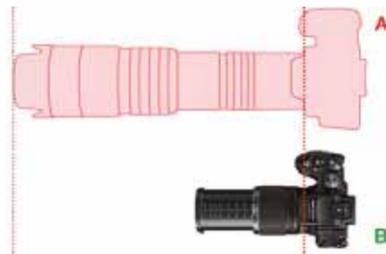


Look at the birdie ...



The newly developed Fujinon optical 42x manual zoom lens effectively combines aspherical lenses, ED lens, and integrated lenses to achieve a bright aperture rating of f/2.8 - 5.6, and image stabilization.

A: DSLR with long Zoom lens B: FinePix HS50EXR



Also new is the Q-button - giving you the benefit of quick access to your options.

### IN THE FIELD

It was important to test out all the great features in a proper environment and the people who hosted us on their Bay Of Plenty hunting block were seemingly impressed with the results. The camera is fast and has a great response. Even though we didn't get close up to any deer I managed to test the camera's zoom and macro capabilities and overall handling.

### CONCLUSION

The HS50 might not be the lightest camera around, but you won't have to carry any extra lenses into the bush with you or a separate video camera, as the HS50 shoots superb 1080p HD video (good enough to get frame captures from).



There were a few deer around - but they ran faster than I could click... I did manage to catch a few of them on the run!



There were plenty of signs that there were deer around, they just didn't want to have their photos taken that day!



An example of the great macro capabilities of the HS50.

You will need to buy a good SD memory card and a decent bag to keep it protected - as it's not waterproof like some cameras. I would also recommend an extra battery. It promises to let you take about 600 images on one charge, but I found that with taking videos as well and leaving it on at times to get the right shot it can lose power faster. The HS50 is, above all, very easy to operate. With or without your user manual, you will be up and running shortly after opening the box.

This is the sort of camera that would give you great photos to go with your hunting stories for the NZ Outdoor Hunting magazine and could even lead to a cover shot!

### SUMMARY FEATURES

- EXR Dynamic range mode
- Good battery life
- Good colour reproduction
- Tilting / Swivelling screen (great for self-portrait/trophy shots)
- Excellent macro performance (down to 1cm)
- Lots of advanced features for seasoned pros (manual mode, aperture priority, built in panorama functions, full manual)
- Quick operation and focus

RRP \$899 - available from all Fuji stockists.



Another great example of the zoom feature. These pheasants were some distance away from us.

# FINEPIX HS50 EXR

**FUJINON 42X OPTICAL MANUAL ZOOM LENS (24mm x 1000mm)**

**POWERFUL OPTICAL IMAGE STABILIZATION**

**16M EXR CMOS II HIGH IMAGE QUALITY AND FAST AUTOFOCUS, QUICK RESPONSE**

**FULL HD MOVIE 1080p/60fps**

**HIGH PERFORMANCE SHOOTING FUNCTION**



**FUJIFILM**