**FUJIFILM announces the new FUJINON Lens XF33mmF1.4 R LM WR**

*A new-generation prime lens offering high resolution with fast and highly accurate AF*

September 3, 2021

FUJIFILM Australia is pleased to announce the release of the FUJINON Lens “XF33mmF1.4 R LM WR” (hereinafter XF33mF1.4), going on sale in late September 2021. It will be a new addition to the lineup of interchangeable XF lenses designed for the X Series mirrorless digital cameras.

The XF33mmF1.4 delivers exceptional image sharpness even at the maximum aperture of F1.4. The high resolution capability is coupled with exceptional AF performance that delivers fast and highly accurate AF in both stills and videos. The durable design allows for a variety of shooting conditions alongside the other XF F1.4 prime lenses, namely the FUJINON XF18mmF1.4 R LM WR lens and the newly announced FUJINON XF23mmF1.4 R LM WR lens.

Key product features include:

1. **Exceptional image sharpness even at the maximum aperture**

The XF33mmF1.4 consists of 15 lens elements, including two aspherical elements and three ED elements, in 10 groups to effectively minimise chromatic and spherical aberration, delivering edge-to-edge sharpness even when wide open. The focusing group in the middle includes two ED elements and one aspherical element to reduce fluctuation of aberration caused by the movement of focusing elements, securing superior image quality across focus range.

With a maximum aperture of F1.4, the XF33mmF1.4 can deliver high-quality pictures with minimal shake and digital noise even in low light conditions. At F1.4, it provides a shallow depth-of-field to render background out of focus for a creamy bokeh, adding a clear contrast and three-dimensional definition to the sharply focused main subject matter. Chromatic aberration is also well-controlled to capture small light sources as round points, avoiding colour casts in the background bokeh. The use of nine aperture blades ensures a nearly round shape bokeh even in the maximum aperture.

1. **Standard focal length and broad shooting range**

The XF33mmF1.4 offers the most popular and standard focal length of 33mm (equivalent to 50mm in the 35mm film format). The focal length provides the angle of view closest to that of the human eye, creating a natural-looking perspective. It covers a wide range of shooting situations from portrait to snapshot and landscape photography, presenting them in versatile styles with the use of correct shooting techniques. The broad shooting range is also complemented by its advanced close-up capability with the minimal working distance of just 30cm and the maximum magnification of 0.15x.

1. **Silent, fast and highly accurate AF**

The XF33mmF1.4’s AF system is driven with a linear motor, thanks to its lightweight design attributable to the use of smaller focusing elements, resulting in silent, fast and highly accurate AF. AF is achieved by the Inner Focus system that keeps the range of movements for the focusing lens group small while precisely controlling the amount of focusing required within the range. Focus is attained in as fast as 0.04 seconds, ensuring that users do not miss a decisive photo opportunity[[1]](#footnote-0).

The use of the linear motor for fast and precise AF means the focus can be maintained accurately even in the AF-C mode, mainly used for video recording. In addition, the lens is optically designed to minimise changes in the angle of view, caused by focus breathing, making it an ideal choice for full-fledged video production.

1. **Advanced mobility based on compact, lightweight and durable construction**

The XF33mmF1.4 is compact and lightweight, weighing approximately 360g and measuring 73.5mm along with the filter thread size of 58mm. The external diameter of the focusing lens group is kept small to accommodate a linear motor in the space created to achieve a slimline and stylish design. It is weather-sealed at 11 locations, so that it is dust- and weather-resistant and can be used in temperatures as low as -10°C.

The focus ring has improved control resolution, ideal for manual focusing at a shallow depth of field. The gear pitch inside the focus ring is designed for advanced movement detection, enabling linear focusing that responds precisely to the subtlest of fingertip movements.

The A (auto) position Lock offers reliable operation, locking the aperture ring in place to avoid any unintentional adjustment during shooting. The shape of knurling on the focus ring is designed to easily remove dirt stuck in grooves.

1. **Optional accessories**

Coinciding with the launch of the XF33mmF1.4 R LM WR, FUJIFILM is releasing a rectangular-shaped Lens Hood LH-XF23 II, designed to help reduce flare and ghosting. It can also be fitted to the newly announced FUJINON Lens XF23mmF1.4 R LM MR.

**Product name, colours, release date and price**

| **Product name** | **Release date** | **RRP (including GST)** |
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| FUJINON Lens XF33mmF1.4 R LM WR | Late September, 2021 | AUD $1,429 |
| Lens hood “LH-XF23 II” | AUD $99 |

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1. Compliant with the CIPA Guidelines, when mounted on the FUJIFILM X-T4 with Phase Detection AF activated and the HIgh performance Mode turned ON. [↑](#footnote-ref-0)