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FUJIFILM AUSTRALIA ANNOUNCES NEW FUJIFILM GFX100 II

The new flagship featuring the newly developed high-speed 102MP sensor GFX 102MP CMOS II HS and the X-Processor 5. Equipped with a Large Format sensor 1.7 times the size of a Full Frame sensor and delivering the highest burst-shooting, AF and video performance in the history of the GFX System

SYDNEY, 12 September 2023 – FUJIFILM Australia Pty Ltd is pleased to announce the launch of the mirrorless digital camera “Fujifilm GFX100 II” (GFX100 II). It will be the latest addition to the GFX System of mirrorless digital cameras incorporating the Large Format image sensor*¹ approximately 1.7 times larger than a 35mm full frame sensor.



(Fujifilm GFX100 II)

The GFX100 II features the newly developed 102MP high-speed image sensor “GFX 102MP CMOS II HS” and the high-speed image processing engine “X-Processor 5” to deliver up to double the signal readout speed compared to the current model*². It is a new flagship model of the GFX System that provides significant performance improvement in continuous shooting, AF and video recording.

The GFX100 II boasts superior image quality thanks to the use of the Large Format sensor that produces rich tonal reproduction and strong three-dimensional definition. In addition, the latest high-speed image sensor coupled with the high-speed image processing engine has made it possible to bring the AI-based subject-detection AF developed with Deep Learning technology as well as the latest prediction AF algorithm, developed with the X-H2S, to the GFX System for the first time. The burst shooting performance has also improved from the current*⁴ 5.0 frames per second to 8.0 frames per second*³ to broaden the scope of genres. The GFX System excels in fashion, commercial and landscape categories to sports and news photography, where high-speed performance is essential.

The new sensor has also led to significant enhancement of video recording performance. The camera can record 4K/60P 4:2:2 10-bit video internally and supports 8K/30P video for the first time in the GFX System. It also offers the new “Video Format” modes to take advantage of the Large Format sensor’s characteristics. GFX100 II supports various cine recording formats, including Premista, 35mm, and anamorphic (35mm) with the mount adapter. This accommodates video recording in a versatile range of situations, complemented additionally by the enhanced sensor readout speed and the tracking AF.

Additional features have been added to system expandability. The GFX100 II body features an Ethernet port as well as HDMI Type A and USB-C terminals for added connectivity of external devices. Support for the cloud service “Frame.io Camera to Cloud” and timecode sync with ATMOS AirGlu™*⁵ BT streamlines the users’ workflow.

Image quality has also been enhanced with the introduction of non-extended ISO80 sensitivity and the Film Simulation mode “REALA ACE.” Hardware improvements include the up to 8-stop*⁶ five-axis in-body image

stabilisation (IBIS), 1.0x viewfinder magnification, and 9.44-million-dot high-magnification and high-definition EVF. The camera body's new design features include a large sub-LCD, tilted top panel and a new textured finish. The GFX100 II represents an evolution from the current model in all areas to cater to the needs of professional photographers and videographers.

"The new GFX100 II is a flagship camera that is going to change the way that photographers and videographers view Large Format Digital. No longer will they have to choose between fast shooting, image resolution or video performance, the GFX100 II has it all." said Shaun Mah, General Manager of the Electronic Imaging & Optical Devices Division of FUJIFILM Australia. "We are continuing to invest in our GFX System as we believe it is the future of photography and videography." added Mah.

*¹ An image sensor measuring 55mm diagonally (43.8mm x 32.9mm) with the area approximately 1.7 times that of a 35mm full-frame sensor.

*² Compared to the sensor in the GFX100S.

*³ When using the mechanical shutter.

*⁴ Compared to the GFX100S.

*⁵ AirGlu™ is a trademark and a registered trademark of Atomos.

*⁶ Compliant with CIPA in pitch / yaw directions when mounted with the Fujinon Lens G F63mmF2.8 R WR.

1. Fujifilm GFX100 II Product Features

Highest burst shooting and AF performance in the history of the GFX System thanks to the all-new high-speed image sensor "GFX 102MP CMOS II HS" and the high-speed image processing engine "X-Processor 5"

- The GFX100 II is equipped with the newly developed 102MP image sensor "GFX 102MP CMOS II HS" that boasts up to double the signal readout speed compared to the current model to enable continuous shooting of up to 8.0 frames per second. Users can enjoy burst shooting at quick intervals, thanks to the reinforced buffer memory. In the field of sports photography, previously difficult with past GFX System models, the GFX100 II seizes decisive photo moments while preserving the high definition and high image quality synonymous with the Large Format sensor.
- The use of an improved algorithm has evolved the Face / Eye AF and introduced the AI-based subject-detection AF, developed with Deep Learning technology. The power of AI means the camera can now detect animals, birds, cars, motorcycles, bicycles, airplanes, trains, insects, and drones*⁷. A detected subject is automatically tracked while kept in focus so that users can focus on shutter timing and framing. The evolved predictive AF algorithm provides added ease to users in genres requiring advanced tracking capability for fast-moving subject, such as sports photography.
- The camera is equipped with a high-magnification and high-definition 9.44-million-dot EVF with 1.0x magnification. It suppresses parallax and distortion, which typically occurs when an eye position becomes displaced while using the viewfinder, thereby providing outstanding visibility through the EVF. The EVF boasts a smooth refresh frame rate of approx. 120fps to accurately identify a subject's fast movements.
- The camera's Zone AF function can now be customised. The shape of the AF area can be adjusted to suit a shooting situation for more accurate autofocus.

*⁷ Use the "Bird" setting to detect insects and the "Airplane" setting to detect drones.

Broader scope of stills expressions with the non-extended ISO80 sensitivity and the new Film Simulation mode "REALA ACE"

- Improvement to the pixel structure has boosted the new sensor's saturated electrons, thereby allowing the use of ISO80 as a standard sensitivity. When the sensor sensitivity is set at ISO80, the camera can capture images at a greater dynamic range and lower noise than with the previous model*⁸.
- The new sensor's microlenses are improved to increase light gathering efficiency across the sensor's edges, thus improving image quality at edges and AF accuracy over the previous model.

- The GFX100 II comes with a total of 20 Film Simulation modes including the new “REALA ACE” to give images a diverse range of distinctive tones. “REALA ACE” offers faithful colour reproduction and high-contrast tonality, making it suitable for any subject and situations.
- The camera features the Pixel Shift Multi-Shot function, which enables 4x resolution and accurate colour reproduction. The IBIS mechanism is precisely controlled to shift the image sensor by 0.5 pixel and shoot 16 RAW images in quick succession. The dedicated software “Pixel Shift Combiner” is then used to combine the 16 RAW files to generate a 400MP image. This is a perfect choice for commercial photography or digital archiving of cultural assets.
- The camera supports the HEIF file format, which provides 10-bit colour depth while keeping the file size to 70% of JPEG data to enable image storage of greater image quality and efficiency.

*8 When recording at 16-bit RAW.

Extensive video performance that caters to the needs of professional video production

- The use of the new sensor has given the ability to record 4K/60P video and even 8K/30P 4:2:2 10-bit video internally. The sensor readout speed has been increased to suppress the rolling shutter effect for natural filming of a moving subject. ISO100 is also available in the video mode for filming of even higher image quality.
- The GFX100 II supports three Apple ProRes^{*9} codecs, i.e. Apple ProRes 422 HQ, Apple ProRes 422 and Apple ProRes 422 LT. When shooting in Apple ProRes, the camera can use proxy video recording such as Apple ProRes 422 Proxy, which reduces video editing workload to streamline the overall workflow from filming to post-production.
- GFX100 II supports various cine recording formats, including Premista, 35mm, and anamorphic (35mm) with the mount adapter, accommodating a variety of video expressions.
- The tracking AF function for video recording has been added. Users can touch the screen to specify a subject to be tracked while filming in the AF-C + Wide / Tracking AF mode. This allows the camera to track the right subject in situations where multiple subjects are in the frame.
- This is the first GFX System camera that features F-Log2 with dynamic range expanded up to 14+ stops^{*10}. This addition enables video recording with enriched tonality, thereby broadening post-production potential significantly.
- The GFX100 II can output up to 8K/30P 12-bit video in RAW data via HDMI. The camera can record video in the Apple ProRes RAW format when used with the NINJA V+ monitor by ATOMOS, and in the Blackmagic RAW format when used with the Video Assist 12G monitor by Blackmagic Design.
- The camera supports timecode sync with ATOMOS AirGlu™ BT. This enables seamless timecode syncing with multiple cameras, meeting demand from various video production sites.
- The following functions are newly featured to make video shooting easy:
 - (1) Displaying waveform vectorscope
 - (2) Adding the new MF-assist function focus map
 - (3) Adding F-log2 D Range Priority mode^{*11}

*9 Apple ProRes is a trademark of Apple Inc. registered in the United States and other countries.

*10 When using the F-log2 D Range Priority mode, according to in-house measurement by Fujifilm.

*11 Available only when using the GF/Premista mode at DCI4K/4K and 29.97P/25P/24P/23.98P; This may produce the rolling shutter effect.

Extensive system expandability

- The camera body is equipped with an Ethernet port as well as HDMI Type A and USB-C terminals to expand connectivity with external devices significantly for diverse peripheral combinations.

- An external SSD can be connected via USB-C to record stills and video data directly in the external SSD in any mode or format including 4K/60P and 8K/30P. ^{*12}
- The camera supports the cloud service “Frame.io Camera to Cloud” so that Apple ProRes Proxy files and a variety of other video files can be uploaded directly to Frame.io, thus dramatically streamlining the workflow from shooting to editing.
- The camera is equipped with dual card slots supporting CFexpress™ Type B and SD cards. The use of a CFexpress™ Type B card with a fast write speed brings out the full video performance of the GFX100 II. ^{*13 *14}
- IPTC meta data ^{*15} can be added to images as they are shot. The meta data can be checked and edited in the digital camera app “FUJIFILM XApp.”

^{*12} Depending on the type of SSD, there are some modes and formats that cannot be recorded. Please check the compatibility list for SSD.

^{*13} CFexpress is a trademark or registered trademark of The CompactFlash Association.

^{*14} See Fujifilm’s website for a list of compatible cards that have been confirmed to operate correctly.

^{*15} IPTC meta data refers to meta data contained in digital images compliant with the standards set by the IPTC (International Press Telecommunications Council).

Hardware that provides powerful shooting support and design that epitomises functional beauty

- The GFX100 II has a new IBIS mechanism that enhances stabilisation accuracy by using image information to detect camera shake. The result is up to eight-stop five-axis stabilisation performance, the best among Fujifilm cameras. Users can shoot hand-held with ease even in low light situations such as night landscapes. This IBIS mechanism is also used to shift the image sensor at high precision to produce approx. 400MP images in the Pixel Shift Multi-Shot function.
- The camera body has been designed with multiple improvements over previous models in pursuit of practicality. The new BISHAMON-TEX™^{*16} texture is used to maximise the camera’s grip when hand-held in various angles. The top panel is slightly slanted toward a user so that camera settings can be checked with a very quick glance. The sub-LCD monitor at the top is larger than previous models with updated GUI design for enhanced visibility and readability.
- The operability of various buttons has been improved. Three Fn buttons with advanced operability are positioned at the top of the grip to ensure error-free camera operations when shooting conditions change.

^{*16} BISHAMON-TEX is a trademark or registered trademark of FUJIFILM Corporation.

2. Optional accessory

Vertical battery grip “VG-GFX II” (designed for the GFX100 II)

- This battery grip is dust and weather resistant and capable of operating at temperatures as low as -10 °C. It can hold two of the large capacity battery “NP-W235.”
- Buttons are placed at accessible places for shooting as easily and comfortably as when the camera is held horizontally.

Cooling fan “FAN-001” (designed for the GFX100 II, X-H2S, X-H2 and X-S20)

- A cooling fan that assists video filming for extended duration or under high-temperature environment.
- It can be attached to the rear side of the camera body and receive power completely cable-free to extend the duration of continuous video filming at high temperatures without concerns of heat-related malfunction.

3. Product name, release date and price

Product name	Release date	RRP (including GST)
Fujifilm GFX100 II	26 th September, 2023	\$12,599
VG-GFX100 II VERTICAL GRIP	26 th September, 2023	\$899