

TRAVELLING LIGHT



Smile: We've found the perfect picture-taking solution for photographers who want the image-quality of a professional camera, minus the huge dent in their luggage – or bank balance. This summer, look no further than the Fujifilm FinePix F550 EXR

We'd all like to be better at taking photographs. After all, the clearer and more perfect the image: the clearer and more perfect the memory. And when it comes to summer holidays in exotic destinations, those memories are all the more valuable. But if the thought of jetting off with a cumbersome, confusing DSLR dangling around your neck appeals about as much as a city break in Libya, look no further. Fujifilm's FinePix F550

EXR – the latest recruit in its award-winning F series range of cameras – distils absolutely everything you need for outstanding shots into one sleek, super-slim, pocketable package.

With the FinePix F550 EXR, blink-and-you'll-miss-it moments are no longer an issue, thanks to its high speed shooting capabilities (up to 8 frames a second) and auto focus system. Meanwhile, a meaty 16 megapixels, advanced GPS tracking function and powerful

15x wide-angle zoom confirms its status as a *bona fide* king among compacts.

Its cutting edge EXR-CMOS sensor has been designed to work in three ways, delivering the best results for high-resolution, high-contrast and low-light photography. It's totally flexible too: you can simply set it to EXR

Auto for point-and-shoot photography, or alternatively deploy the manual settings for full creative control. Then, once you've captured that moment in sharper,

richer detail, playing it back is an absolute dream on the large, clear 3" LCD screen.

It's not just about fast, brilliant stills either, the F550 EXR also has Full HD video functionality – perfect for playback on your HD TV. So wherever you're heading this summer, take some professional support in your hand luggage, because the Fujifilm F550 EXR is ready for anything, straight out of your bag.

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LOCATION SHOOT

The Finepix F550 EXR is loaded with innovative technological features, not least its built-in GPS capability, a Fujifilm first. Regardless of where you are in the world, it'll recognise your location immediately and display it, either by place name or longitude and latitude.



Fujifilm FinePix F550 EXR
Digital Camera. £249: fujifilm.co.uk