

Fujifilm to Open 1st Digital Camera Studio in Funan Digital Life Mall
~ Reinforcing the presence of Fujifilm and its premium digital camera X-series in Singapore~

Singapore, September 2013- Envisioned as a hub for photography enthusiasts, Fujifilm's first digital camera studio is set to open in Funan DigitalLife Mall at #04-23 on the 17th of September, 2013.

It has always been Fujifilm's longtime desire to bring forth a new age in photography, with highly capable cameras which aficionados can own with a sense of pride and professionalism. Driven by this desire, Fujifilm launched its premium digital camera "X-series" with the "FUJIFILM X100" in 2010 at Photokina in Germany. Since then, Fujifilm has expanded its X-series with its first interchangeable-lens camera, the "FUJIFILM X-Pro1", the "FUJIFILM X-E1" in 2012, followed by the "FUJIFILM X100S", the "FUJIFILM X20" in 2013 and the "FUJIFILM X-M1" which was just launched in July.

The new studio is located in Funan Digital Life Mall, the Asia's leading IT shopping mall. It aims to showcase Fujifilm's extensive range of digital cameras, especially the award-winning X-series, XF Fujinon lenses, and accessories, along with a photo gallery. The studio itself aspires to give visitors a more hands-on experience with the cameras, which they can touch and test right on the spot. The studio will also be utilised as a venue to conduct workshops and seminars for photography newbies and enthusiasts.

Mr. Hiroyuki Sakai, Managing Director of FUJIFILM Asia Pacific Pte. Ltd. says, "With the opening of the new studio, we will enhance Fujifilm's brand status and instill a sense of pride and ownership in our loyal customers. Also, we hope it will act as a meeting point for our customers to exchange information."

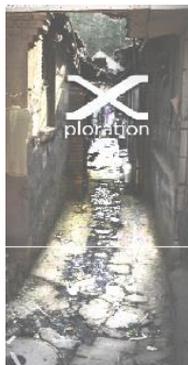


To celebrate the opening of this studio, Fujifilm will have a Monthly Photo Contest which will be shown in Fujifilm's Facebook page and in the showroom.

Monthly Photo Contest Competition

Themes: Each competition plays on the letter X for the themes below

- X-citing (From October 2013)
- X-hilarating
- X-tremist
- X-perimental
- Xpressive
- Xpensive
- Xplorative



Entry: Send entry through Fujifilm Singapore Facebook
(<https://www.facebook.com/FujifilmCamerasSG>)

Prize: Fujifilm Cameras
Selected winners will have his/her photo printed out and displayed in the studio.

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