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Fujifilm launches the "Big Job" HD-3W

Rugged, big button camera for tough environments

by Amy-Mae Elliott published on 20 June 2007

Fujifilm has announced the launch of the FinePix Big Job HD-3W - the first camera of its kind to be released by Fujifilm in the UK.

It is a heavy-duty and practical digital camera designed to be used in the most challenging of environments.

Having withstood a drop test to 70cm and featuring a rubber grip and big buttons, this waterproof, dust proof and shockproof camera can endure a bit of the rough stuff.

Fujifilm claim that the FinePix Big Job HD-3W is perfect for the construction, engineering, health and safety and manufacturing industries, or any environment where it is likely to get knocked around.

The new model combines a wide-angle 3x (28-84mm) optical zoom lens with a large, scratch resistant 3-inch LCD screen so images can be viewed on the back of the camera more clearly.

The camera also features a 6-megapixel CCD sensor, ISO sensitivity of up to 1600 and a powerful built in strobe enables longer flash distance of up to 10 metres.

The layout of the big, easy-to-use buttons allows the camera to be used whilst wearing gloves.

The FinePix Big Job HD-3W will be available from August 2007. Pricing will be announced nearer to the time.

This sounds like it will be a useful tool for some industries, but what were they thinking with that name? Big job - really? Do they not KNOW what that means in the UK? Snigger.

