Fujifilm launches FUJINON HP66×15.2-ESM and FUJINON HP12×7.6ERD-S9

-Two broadcast zoom lenses designed with cutting-edge optical technology to produce 8K ultrahigh- definition video
-A box type zoom lens with the world's highest zoom magnification of 66× and a portable type zoom lens with the world's widest 7.6mm focal length

TOKYO, January 21, 2021 — FUJIFILM Corporation (President: Kenji Sukeno) is pleased to announce the release of two broadcast zoom lenses, "FUJINON HP66×15.2-ESM" (HP66×15.2) and "FUJINON HP12×7.6ERD-S9" (HP12×7.6) in February 2021. The two new lenses use cutting-edge optical technology to produce dynamic 8K ultrahigh-definition video. The HP66×15.2 is a box type zoom lens reaching the world's longest focal length[*1] of 1000mm and offering the world's highest zoom magnification[*1] of 66×. The HP12×7.6 is a portable type zoom lens covering the focal length range from the world's widest[*1] 7.6mm to 91mm in telephoto.

The HP66×15.2 and HP12×7.6 will complete a seven-model lineup of Fujifilm's broadcast lenses to cater to the industry's need for 8K video production.

*1 Among 8K-capable broadcast lenses as of January 21, 2021, according to Fujifilm

HP66×15.2

HP12×7.6

Today, the use of high-definition video is spreading rapidly in a diverse range of video production including live sports / concert coverage and documentary programs. As countries such as Japan and China embrace the commercial use of 8K video, which has four times the resolution of 4K video, the market is calling for broadcast lenses equipped with a very high level of optical performance.

Taking the arrival of a new broadcasting age with high-definition video as a mainstream into account, Fujifilm became the world's first to release 4K-capable lenses, and has since progressed on to develop 8K-capable lenses. The current lineup of five models is driving the trend toward higher video quality in the broadcasting industry.

The HP66×15.2 and HP12×7.6 are broadcast zoom lenses capable of producing dynamic 8K ultrahigh-definition video. They can resolve images edge-to-edge in astonishing sharpness to capture even the atmosphere of the scene, as Fujifilm has applied its high-precision forming technology that can polish the surface of lens elements on the order of nanometers as well as mechanical designing and assembling technologies that accurately place multiple lens groups into a lens barrel. Their vivid color reproduction and strong contrast result in rich tonal gradation in high dynamic range (HDR). These also feature the new Remote Back Focus function, which enables adjusting the back focus remotely from a broadcast van, to streamline video shooting.

The HP66×15.2 is a box type zoom lens covering the focal length range from 15.2mm to the world's

longest focal length of 1000mm. With the world's highest zoom magnification of 66×, the lens is capable of capturing a decisive moment of athletes far away. The HP12×7.6 is a portable zoom lens covering the focal length range from the world's widest 7.6mm to 91mm, a perfect choice to capture an entire stadium or concert venue.

FUJINON lenses by Fujifilm are known for advanced descriptive performance, and used in the production of movies, TV commercials, and live sports coverage across the world. Fujifilm will continue to leverage its cutting-edge optical technology to supply high-performance lenses, addressing the diversifying needs of broadcast production.

1. Product name, release date and price

Product name	Release date	Price
8K-capable broadcast zoom lens FUJINON HP66×15.2-ESM	February 2021	Open
8K-capable broadcast zoom lens FUJINON HP12×7.6ERD-S9		

2. Main features of the HP66×15.2 and HP12×7.6

(1) Broadcast zoom lenses producing dynamic 8K ultrahigh-definition video

- The new lenses can produce dynamic 8K ultrahigh-definition video, tapping into Fujifilm's high-precision forming technology that can polish the surface of lens elements on the order of nanometers as well as mechanical designing and assembling technologies that accurately place multiple lens groups into a lens barrel.
- Aspherical and fluorite lens elements control image distortion and light fall-off at image corners as much as possible. In addition, the use of the floating focus system, which controls multiple lens groups according to the shooting distance, minimizes fluctuations in optical performance that occur as the shooting distance changes, thus maintaining sharpness across all shooting distances from close-up to infinity.
- Fujifilm's proprietary "HT-EBC (High Transmittance Electron Beam Coating)" multi-layer coating technology is applied to lens surfaces to enhance light transmittance for vivid color reproduction and high contrast. This results in rich tonal gradation in HDR.
- The HP66×15.2 is a box type lens covering focal length from 15.2mm to the world's longest 1000mm in telephoto. It offers the world's highest zoom magnification of 66×, capable of capturing a decisive moment of athletes far away and even the facial expression and gestures of an artist on stage during live performance. The HP12×7.6 is a portable type lens with focal length ranging from the world's widest 7.6mm to 91mm, delivering an exceptionally wide angle of view to capture an entire stadium or live concert venue.

(2) Newly equipped with the Remote Back Focus function for easy 8K video production

- The lenses are newly equipped with the Remote Back Focus function, which enables adjusting the back focus remotely from a broadcast van, to streamline video shooting.
- The lenses can be combined with the focus position demand unit “FUJINON EPD-51A-D02/F03” (optional), which facilitates focus adjustments at hand, to achieve precise focusing. The combination makes it easy to shoot 8K video, which demands an advanced level of focusing precision.
- The lenses feature the high-performance optical image stabilization mechanism, a popular feature of Fujifilm’s high-magnification zooms. It accurately corrects image blurs caused by wind or shaking of the footing without any time lag, providing added stability in video shooting.

(3) Natural bokeh achieved with 9-blade iris design

・The use of 9-blade iris design achieves an aperture shape closer to a perfect circle, allowing users to incorporate natural bokeh into their video expressions.

(4) 16-bit encoder[*2] equipped as standard

・The lenses are equipped with 16-bit encoder as standard, enabling high resolution output of lens data including zoom and focus positions. It enables connection with various systems such as a virtual studio for combining computer graphics with live video footage.

*2 It is a sensor that converts position information into digital signals. Information about zoom and focus positions is output as digital signals, split in 16-bit precision.

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