

News Release

March 26, 2025

Fujifilm Unveils 4K Broadcast Zoom Lens "FUJINON LA30x7.8BRM-XB2"

- Delivering the highest-in-class*¹ 30x zoom covering 7.8-234mm with a compact and lightweight design measuring 190mm and weighing 1.8kg
- Supporting virtual and remote production with newly developed drive unit

TOKYO, March 26, 2025 – FUJIFILM Corporation announces the development of the broadcast zoom lens "FUJINON LA30x7.8BRM-XB2" (hereafter "LA30x7.8"), which delivers the highest-in-class 30x zoom covering 7.8-234mm with a compact and lightweight design.

LA30x7.8 is a portable-type zoom lens for 2/3-inch sensor broadcast cameras, covering the focal range from 7.8mm wide to 234mm telephoto with a compact and lightweight design measuring 190mm and weighing 1.8kg. By adopting a newly developed drive unit, it supports virtual and remote production.

The LA30x7.8 is due to be released within the 2025, and Fujifilm plans to showcase the lens at the "2025 NAB Show", one of the world's largest international broadcast equipment trade shows, to be held in Las Vegas, USA from April 6 to 9, 2025.



FUJINON LA30x7.8BRM-XB2

In recent years, the rapid growth of video streaming platforms has led to a significant increase in the production

Use of Cookies

This website uses cookies. By using the site you are agreeing to our [Privacy Policy](#).

broadcast zoom lens "FUJINON LA16x8BRM-XB1A" in 2019. It has been well received due to its compact and lightweight design, measuring 163.8mm and weighing 1.6kg, along with its excellent optical performance and affordability.

The newly developed "LA30x7.8" boasts a highest-in-class 30x zoom, covering the focal range from 7.8mm-234mm, while maintaining a compact and lightweight design, measuring just 190mm and weighing 1.8kg. Its lightweight design produces high mobility and versatility for production. Also, the newly developed drive unit features high resolution 16-bit encoders for extremely accurate position detection in virtual and remote production, which further contributes streamlining production operations.

Fujifilm will continue to leverage its advanced optical technology, nurtured over many decades, to develop and supply high-performance broadcast lenses, cinema camera lenses and accessories, addressing the evolving needs of frontline video professionals.

*1 As a portable lens for 2/3-inch 4K cameras with ENG-style, based on Fujifilm research as of March 2025

1. Name of the developed product

Broadcast zoom lens "FUJINON LA30x7.8BRM-XB2"

2. Main features

(1) Highest-in-class 30x zoom range covering focal lengths of 7.8mm-234mm featuring a compact and lightweight design

- The lens boasts a highest-in-class 30x zoom, covering focal lengths of 7.8mm-234mm, while maintaining a compact and lightweight design, measuring just 190mm and weighing 1.8kg. This is achieved by adopting a rear focus mechanism^{*2}, and optimizing the lens configuration and control methods, which Fujifilm has cultivated over many decades of lens design.
- Since it covers the range with a compact and lightweight body, it can reduce the burden of shoulder-mounted operation and enable ease of use in capturing a wide variety of scenes.

*2 A mechanism that focuses by moving the rear part of the lens

(2) High functionality enabled by the newly developed drive unit

- The newly developed drive unit features high resolution 16-bit encoders for extremely accurate position detection of zoom, focus and iris in virtual and remote production, which contributes to streamlined

Use of Cookies

This website uses cookies. By using the site you are agreeing to our [Privacy Policy](#).

- The lens achieves maximum speed of 1.0 sec and minimum speed of 120 sec when zooming from wide to tele end. This versatile range helps to capture a fast-moving subject during live sport broadcast, while enabling ultra-slow zooms during live music to deliver creative capture of the footage.

(3) 4K optical performance across the entire zoom range

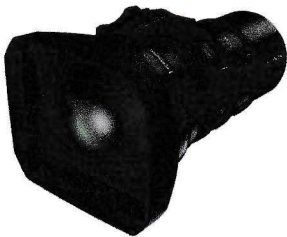
- By utilizing the latest optical simulation technology and suppressing various type of aberrations, the lens achieves 4K optical performance across the entire zoom range. In addition, Fujifilm's unique multi-layer coating "HT-EBC (High Transmittance Electron Beam Coating)" boasts high light transmittance and accurate color reproduction.

(4) Equipped with features that support comfortable shooting

- A single button on the drive unit provides electronic flange back^{*3} adjustment, providing faster and more efficient adjustment compared to the manual process.
- The macro function allows for closer than M.O.D. focus up to 0.05m from the front of the lens by sliding the unique focus ring forward. This enables the operator to film extreme close-ups without letting go of the focusing hand.

^{*3} Distance from the lens's flange to a camera's image sensor

Product Images



Download All

ZIP: 14.5MB

Use of Cookies

This website uses cookies. By using the site you are agreeing to our [Privacy Policy](#).

Contact	Media Contact	Customer Contact
	<p>FUJIFILM Holdings Corporation Corporate Communications Division, Public Relations Group</p> <p>TEL +81-3-6271-2000</p>	<p>Please contact your nearest Fujifilm office.</p> <p>For information on Fujifilm subsidiaries and distributors, please access the following website.</p> <p>Fujifilm global website</p>

* Please note that the contents including the product availability, specification, prices and contacts in this website are current as of the date of the press announcement and may be subject to change without prior notice.

Back to List