

The First Ever CHIP SHOP AWARD

The Chip Shop Award joins this year's Photo Industry Awards from 'The Photographer'.

Although Chip Shop has been running for many years, this is the first year that a Chip Shop Award has been made. This new award is being made to recognise distinguished and sustained contributions to the development of digital imaging.

The Fujifilm S1 Pro was the DSLR which made the conversion from film to digital an affordable reality for many professional photographers.

Improved in the S2, and now brought close to perfection in the S3, the Fuji S1-S2-S3 series has had a huge impact on the way we capture our images.

The latest model in the series, the Fujifilm S3 Pro, is a mid-range DSLR which produces wonderful skin tones, making it ideal for use by social photographers. It retains the same direct user interface used in the S1 and S2, with delightfully quick single-button access to all the main settings.

But the S3 isn't just about a bigger quantity of pixels – far more importantly, it's about better quality pixels.

The new Super CCD SR11 sensor in the S3 is made up of 6.17 million large 'S' sensors and 6.17 million smaller 'R' sensors. These combine in a unique way to produce a total of 12.34 million pixels which capture an extended dynamic range with greatly improved rendition of detail in the highlights.

The camera is finely tuned to produce images of exceptional quality with the superb colour we have come to expect from Fuji's unmatched experience in film and digital photography.

The Fujifilm FinePix S3 Pro digital camera and the S1-S2-S3 range is therefore the worthy first recipient of the John Henshall's Chip Shop Award 2005.



Detail from my first shot using an S3 – and a pre-production camera at that – and in Fuji's Swiss Cottage offices too. But it was enough to convince me that this camera has very special qualities.

