



# Fujifilm X-M1

It's been a little over a year since Fujifilm introduced the X-Pro 1, a top-end professional model featuring the company's hybrid optical/electronic viewfinder. The X-Pro 1 was followed up with the X-E1, a camera targeted at enthusiasts, with most of the features present on the X-Pro 1, minus the hybrid optical/electronic viewfinder. The viewfinder was replaced by a purely electronic one with the X-E1. Not radically different from its predecessors, the new X-M1 is loaded with a bunch of features to appeal to a broader range of users as compared to the X-E1.

### Look, body and Feel

The X-M1 has a more contemporary design, as compared to its predecessors. This can be seen in the few small changes Fujifilm has made to the appearance of the camera. The removal of the dial for exposure compensation from the top-panel is the first thing that struck us in terms of appearance. Also, the removal of the Focus Mode Switch (seen on both the X-Pro 1 and X-E1) which we thought was especially handy. The camera now features a mode dial on the top panel. Exposure parameters now have to be set with the help of twin electronic control dials on the top and rear panels. While

we didn't have much to complain about in terms of build quality, we thought the bodies of both the X-E1 and the X-Pro 1 were sturdier and better capable of taking a beating. There is also an inclusion of a direct movie record button on the rear panel.

The articulate 3-inch LCD is perhaps the best new inclusion, in terms of features. The screen can be tilted upwards 120 degrees and downwards 80 degrees, giving you greater flexibility with regards to composing your images.

The tripod mount, located adjacent to the memory card/battery compartment, makes it difficult to change memory cards or the battery when the camera is mounted on a tripod.

### Features

The new mode dial, located on the top panel of the camera, allows users to choose from the standard P/A/S/M modes. This is in addition to auto mode, scene modes, and a mode for special effects, making the camera comfortable to use as a point-and-shoot camera. The Advanced Filters feature includes a two-shot multiple-exposure feature, besides special effects like the toy camera effect, miniature effect, etc.

### Specifications

Number of effective pixels	16.3 million pixels
Image sensor	23.6mm x 15.6mm (APS-C) X-Trans CMOS with primary colour filter Total number of pixels: 16.5 million pixels Sensor Cleaning system Ultra Sonic Vibration
Storage media	SD memory card / SDHC memory card / SDXC (UHS-I) memory card*1
Lens mount	FUJIFILM X mount
Sensitivity	AUTO / Equivalent to ISO200 - 6400 (Standard Output Sensitivity) Extended output sensitivity: equivalent to ISO100 / 12800 / 25600
Image Stabilizer	Supported with OIS type lens
Shutter type	Focal Plane Shutter
Shutter speed (with mechanical shutter)	Advanced SR AUTO mode: 1/4 sec. to 1/4000 sec. All other modes: 30 sec. to 1/4000 sec. Bulb: max. 60 min. Synchronised shutter speed for flash: 1/180 sec. or slower * At S or M mode, 1/160 sec. or slower can be set.
Focus	Mode: Manual Focus / Area AF / Multi AF / Continuous AF / Tracking AF Type: TTL contrast AF, AF assist illuminator available AF frame selection Area AF (49 areas with 7 x 7), Changeable AF frame size
Movie recording	1920 x 1080 30p, Continuous recording: up to approx. 14 min. 1280 x 720 30p, Continuous recording: up to approx. 27 min.

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Sample Image - ISO 1600

The camera also offers film simulation modes, and there are five (Provia, Velvia, Astia, Monochrome, and Sepia) to choose from. JPEG colour reproduction is truly commendable, as with the other Fujifilm X-system cameras. The Pro Neg and Filtered Monochrome film simulation modes of the X-E1 are absent on the X-M1. Also, the X-M1 lacks any kind of panorama shooting mode.

The X-M1 also lacks an eye-level

viewfinder, and doesn't provide an option for a plug-in electronic viewfinder, and this we sorely missed, while shooting with the X-M1. Sure, the articulated LCD screen helps to do the job, but there are times when nothing really works better than an eye-level viewfinder.

The camera features a built-in RAW conversion mode that allows you to adjust parameters like film simulation modes, exposure compensation, white balance,

colour, sharpness, highlight tone, shadow tone, and noise reduction, and allows you to review the results before saving the processed image as a JPEG.

### Performance

The X-M1 features the same 16 MP X-Trans APS-C CMOS sensor found in the other X-system cameras, and this is definitely one of the things that make the camera more expensive than the other mirrorless cameras in the market it is competing with.

The picture quality of the camera is splendid. Fujifilm's film simulation modes are a hit, and as earlier mentioned, yields excellent colour reproduction in JPEG. Overall photo quality is comparable to the other higher-end X-series cameras.

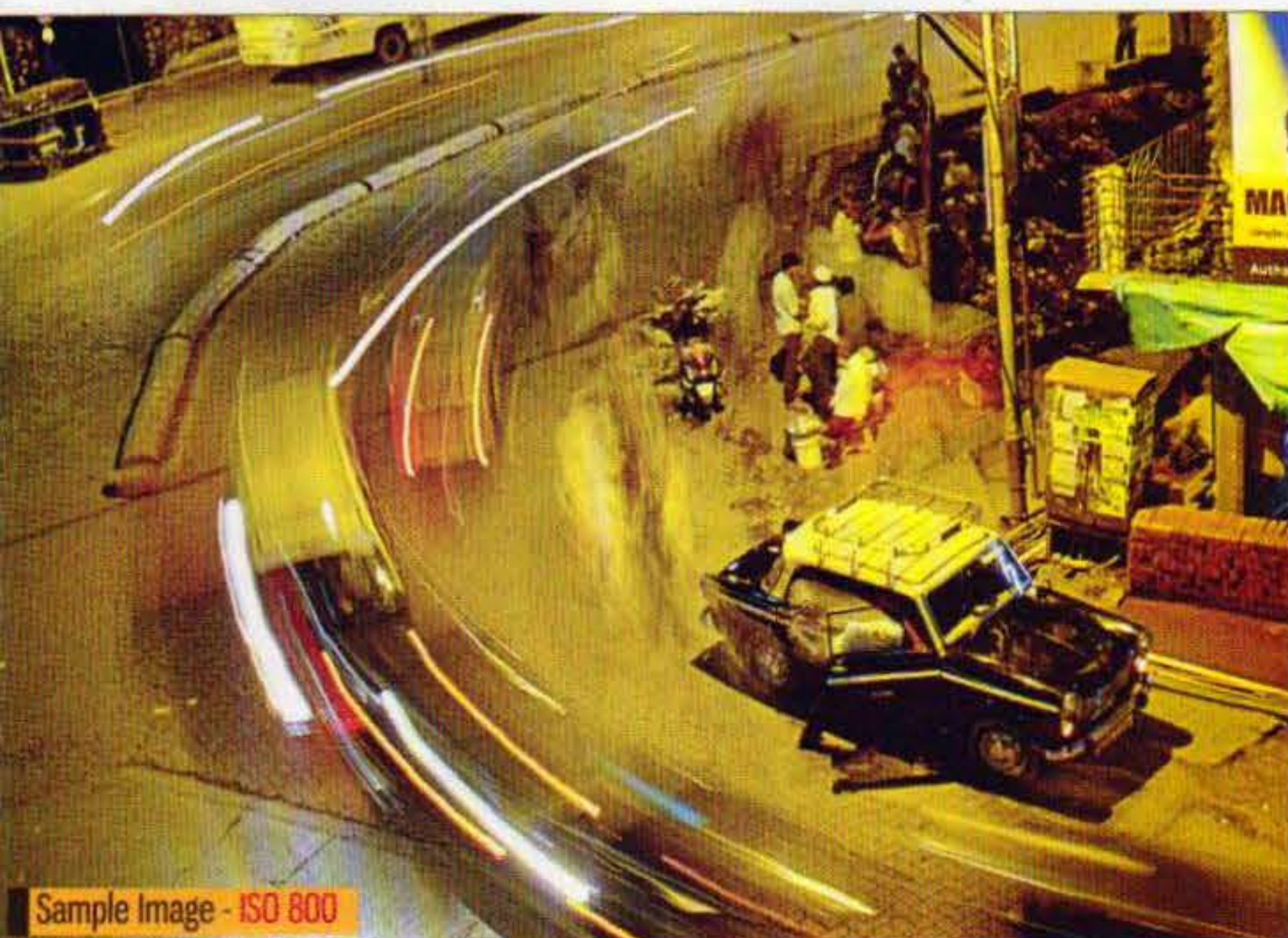
### ISO Performance

The camera's ISO performance is also commendable. Noise appears only at around ISO 3200. The images begin to lose a little detail after ISO 12,800, but even these can be used for small prints.

### Conclusion

For an asking price of ₹47,999, the X-M1 is an expensive buy. Having said that, it's still pretty appealing to a street photographer. Someone who is willing to trade their DSLR for something lightweight and inconspicuous, without having to compromise on image quality.

TEXT AND IMAGES: GEORGE KURIEN



Sample Image - ISO 800

**Look, body and feel rating**

⇒ Average build-quality and ergonomics

★★★★☆

**Performance rating**

⇒ Excellent picture quality

★★★★☆

**Overall rating**

⇒ Nifty features for the enthusiast.

★★★★☆