

FUJIFILM
X
SERIES

SHOOT MACRO TO REVEAL A

*hidden
world*

WITH FUJIFILM X SERIES





THINK **BIG**

GO SMALL

It's easy to understand why macro photography is so popular. It gives us the chance to photograph a whole new world, which most people never see. Insects and other wildlife, the natural beauty of flowers and trees, water droplets, even man-made objects: there's a whole world of tiny details out there waiting to be discovered.

An added bonus for shooting macro photography is that you don't have to travel far to get started – in fact you may not even have to leave your own home. Head into the garden or park for a mini safari, or stay indoors and look for interesting objects that you can examine for small details and patterns. When it comes to finding an eye-catching macro subject, virtually anything goes!

FUJIFILM X Series cameras are perfectly equipped to help you bring out the best in your macro photography. The latest X-Trans CMOS III sensor delivers truly outstanding images that are packed with detail and color, plus its 24.3 megapixel resolution lets you crop in on your images for even more dramatic results without a drop in image quality.

In our exceptional XF lens range are two dedicated macro lenses, plus other accessories that will help you get super close to your subjects. But many other X Series optics offer impressive close focusing capabilities for frame-filling images and superb definition – you'll see every detail.

Over the course of the next few pages, we'll look at how to use FUJIFILM X Series cameras to shoot up close, and give you inspiration for finding good subjects to shoot, too. Welcome to the big world of small things!





KITS TO GET YOU

closer

The best FUJIFILM X Series cameras to help you create macro marvels

X-T2

At the heart of the FUJIFILM X-T2 is our superb X-Trans CMOS III sensor, which delivers outstanding images packed with detail and color. What's more, 24.3 megapixel resolution lets you crop in on images without losing quality. When working at low angles, the camera's tilting rear LCD screen comes into its own, while the bright viewfinder is perfect for conventional framing, even in bright sunlight. And when the weather isn't so good, you can keep shooting confidently, knowing that the weather-resistant body will keep dust, moisture and cold temperatures at bay.



DID YOU KNOW?

The optional EF-X500 flash has a bounce head that can point 10° downwards – ideal for photographing objects close to the camera. This versatile flash can also be positioned off camera and combine with other flash units to provide high quality macro lighting.

Why it's great for macro

- 24.3 megapixel sensor
- Tilting rear LCD
- Large, bright electronic viewfinder
- Weather-resistant design



X-T20

Featuring the same X-Trans CMOS III sensor as the X-T2, the X-T20 offers flexibility when it comes to cropping in on shots without any drop in quality. But the real advantage is the touchscreen rear LCD, which tilts to help low angle framing. Just touch the part of the screen you want in focus – handy if your subject is on the move. The X-T20's SR AUTO mode, meanwhile, makes it easy to take great close-up shots. All the hard work is done for you, so you can concentrate on framing, plus the integral flash can be used to illuminate shaded subjects.

Why it's great for macro

- 24.3 megapixel sensor
- Touchscreen rear LCD
- Auto mode
- Super intelligent flash



X-E3

A remarkably compact and lightweight camera, the X-E3 is a great camera to carry with you at all times so you can shoot macro images wherever you are.

Key features include a touchscreen LCD, which enables you to quickly focus and shoot simply by touching the relevant point on the rear screen. A high quality electronic viewfinder (EVF) is also present. It is even possible to use both simultaneously.

The X-E3 offers both Wi-Fi and Bluetooth wireless connectivity, allowing it to stay permanently connected to your smartphone or tablet for fast and simple file sharing and remote camera control.

Why it's great for macro

- 24.3 megapixel sensor
- Very small and lightweight
- Touchscreen rear LCD
- Bluetooth communication



SMALL

wonders

This trio of lenses is perfectly suited to help you capture perfect macro images

XF60mmF2.4 R Macro

As its name suggests, the XF60mm is a lens designed to deliver great results when shooting at close focusing distance. It will focus down to just 26.7cm so you can fill the frame with smaller objects and offers a 1:2 half life-size magnification ratio. This means that whatever the object you're photographing, the lens reproduces it at half that size on the X-Trans sensor.

Like other XF lenses, the XF60mm offers impressive image quality and you don't have to solely use it when shooting macro images. It makes a great mid-telephoto lens that's perfect for picking out details and flattering portraits.



XF16mmF1.4 R WR

On the face of it, a wide angle lens may not be the most obvious choice for macro work, but the XF16mm is a worthy close-up option by virtue of its impressive close focusing capability. It can focus down to just 15cm, which makes it very easy to get up close and personal with your subjects.

In addition, this lens offers high quality results that are pin-sharp across the frame, plus the wide maximum aperture makes it simple to concentrate attention on a very specific part of the frame. The weather-resistant design is helpful too, if you like to shoot macro images outdoors.



XF80mmF2.8 R LM OIS WR Macro

The XF80mmF2.8 R LM OIS WR Macro lens offers 1:1 life-size reproduction, which ensures that your macro subjects will be the same size on the sensor as they are in real life. And that means it's easy to produce frame-filling shots.

Linear motors are used in the XF80mm's design for a fast, quiet autofocus performance. It also features Optical Image Stabilization (OIS) that keeps camera shake to a minimum and a weather-resistant design, which makes it possible to keep shooting in dusty, damp or below freezing conditions.

A focus limiter is provided to speed up AF performance even further. Choose from 0.25-0.5m, 0.5m and beyond, or the standard full focusing range.



These images ©Karen Hutton
Karen Hutton is a compensated
FUJIFILM X-Photographer.

SHARPEN UP

Accurate focusing will make or break a good macro photograph – you want to show your subject in all its glorious detail, so focusing has to be spot on. Thankfully FUJIFILM X Series cameras are perfectly equipped for the task, offering a range of focusing options. Many photographers may think that autofocus is the only option for close-up images, but manual focusing can be just as useful. FUJIFILM models offer more than their fair share of manual controls. A single switch on the front of most X Series cameras offers quick and simple access to single (S) and continuous (C) autofocus as well as manual (M) focusing.

AUTOFOCUSING CONTROLS

Once you've selected the main focusing mode via the switch on the camera, the remaining autofocus options are accessed through the AF/MF menu. There are three: SINGLE POINT, ZONE and WIDE/TRACKING. Single Point allows you to select one focusing point across the frame, Zone uses a group of focusing points in the frame to track a subject, while Wide/Tracking covers the whole frame and tracks a subject within it.

For macro work, try to stick with Single Point and then use the focus lever on the back of the camera to select the required focusing point. The focus lever provides fast access to up to 325 individual focusing points and once a point is selected, you can change the size of it using the front or rear command dial.



DID YOU KNOW?

ELECTRONIC RANGEFINDERS ARE GREAT FOR MACRO!

The X-Pro2 and X100F's viewfinders incorporate an electronic rangefinder (ERF). Perfect for macro, the ERF enlarges the focusing point as a small window in the optical viewfinder, which enables you to preview focus accuracy and exposure.

Try this



Face detection

If your macro subject has eyes, use FACE/EYE DETECTION AF mode to help you quickly achieve accurate focus. In the AF/MF menu, you can switch the function on and off, put it in Auto mode or even prioritize whether the camera focuses on the left or right eye of the subject.



Manual focus

Some photographers choose to manually focus on macro subjects, mainly because it can be quicker to fine tune. If you focus manually, we suggest you switch on FOCUS PEAK HIGHLIGHT in the MF ASSIST menu. This puts a colored outline around the in-focus parts of the image so you can quickly see what is and isn't sharp.

Switch on FOCUS CHECK, which will magnify the selected focusing point when you turn the manual focusing ring, making it easier to check sharpness.

capture

THE PERFECT MACRO IMAGE

While focusing is arguably the most crucial aspect of capturing a great macro image, there are other important considerations as well. FUJIFILM X Series cameras offer a wide selection of functions that will help you get the very best results and when it comes to shooting close-ups, we suggest you pay particular attention to the following features.

FILM SIMULATION MODES

Unique to FUJIFILM X Series cameras, the Film Simulation modes harness the knowledge built up through over 80 years of film manufacturing to digitally recreate the look and feel of some of Fujifilm's most popular film emulsions. There are 15 Film Simulation modes available, with each offering its own specific characteristics in terms of how it recreates color and tone. The default PROVIA mode is a great starting point, but photographers wanting to add more punch should try Velvia, while those after more muted colors should try ASTIA. Give them all a try and see which you prefer. Plus, if you shoot using the RAW file format, you can also change the mode afterwards on your computer.



METERING PATTERNS

When you compose a photo, your X Series camera measures the brightness of what it's seeing using an advanced exposure metering system. This data is used to automatically set aperture, shutter speed and ISO, or help the photographer do this themselves in manual exposure mode.

Exposure metering can be set to one of a number of different patterns, but for macro work we recommend MULTI, which intelligently reads brightness in 256 individual zones, or SPOT looks at a very narrow area – great for small subjects.



DID YOU KNOW?

In selected X Series models, you can link the spot metering point to the focusing point. So, if you want to position your macro subject off to one side and move the focusing point accordingly, the camera will meter from the same point no matter where it is in the frame.



IMAGE STABILIZATION

Some X Series lenses have Optical Image Stabilization (OIS), which reduces blur from camera shake.

You can select one of three OIS behaviors via the IS MODE menu. Stabilization can be: switched off, switched on, or configured to switch on only when the shutter release is half pressed. If you're shooting handheld, we suggest one of the two 'on' options. If you're using your camera on a tripod, switch the IS MODE off.

The FUJIFILM X-H1 features in-body image stabilization (IBIS), which also works with lenses that don't feature OIS.

Try this



Self-timer shooting

If you're shooting a static close-up, using the self-timer virtually guarantees image sharpness as it means the camera fires without you having to touch it, eliminating any chance of shake. We'd recommend you use the two-second self-timer option. If you couple this with the silent electronic shutter, this also avoids any potential for shutter 'shock'.





IT'S A SMALL world

Big tips to help you get better images of little subjects

Butterflies

One of the most popular macro subjects because they look so stunning, butterflies are among the trickiest subjects to shoot because they rarely stay in one place. You'll improve your chances if you venture out early in the morning when they can be laden with dew and unable to move, or consider visiting a butterfly farm where they will be more used to human presence. In both cases, select a wide aperture to help them stand out against a busy background and focus carefully. Switch to spot metering and consider using the Velvia Film Simulation mode for added punch.



Insects

Butterflies aren't the only insects worthy of your attention – bees, dragonflies, ladybugs and grasshoppers all look pretty awesome when you get up close. They're hard to catch, though, so be prepared to set yourself up in a place where you are active and wait. If you move about too, your hit rate will drop.

Shift the active AF point around the frame with your camera's focus lever so you can react quickly to a subject's arrival. Try using your smartphone to shoot remotely, if you think your presence is scaring the little critters.



Water

There are so many different options when it comes to water. After a heavy rainfall, look out for water droplets on leaves and pay particular attention to the reflections in them. Also look out for puddles, ripples and water on cars and trucks. If the water is moving, keep the shutter speed fast to freeze any movement – you may need to increase your ISO to achieve faster speeds if the light levels are low.



Flowers

Flowers are a great macro subject either out in the wild or in a more controlled indoor environment. There are two key ways to approach flowers: vibrant shots of the flowers themselves or, for a more artistic approach, close in to the petals or leaves. Dried or dying flowers can also make good subject matter. Look for shapes and symmetry in your shots and be sure to experiment with different Film Simulation modes to see what effects you can achieve.



Parts of the body

If you have a willing subject, it can be great fun photographing parts of the body in close-up. It doesn't have to be a person, it could be an animal. Facial features are a good starting point – eyes, lips, ears – but then you could get more creative and go for a more abstract approach photographing other parts. Black and white is often the way to go here as it accentuates tone and form, perfect for the body. Try avoiding flash; instead use soft, ambient lighting to achieve a flattering look.

Fruit

Much like flowers, fruit can also make great subject matter if you seek out the beautiful shapes and symmetry that exist in nature. Slices of fruit lit from behind is a great way of capturing eye-catching close-up images, especially if you use citrus fruit like lemons and oranges or those with a complex seed structure such as kiwis. If your subject is backlit (lit from behind), switch the metering to SPOT and you may need to use + exposure compensation to make sure the exposure is absolutely perfect.



SMALL

matters

Useful accessories that will help your macro session go smoothly

Remote Release RR-90

Compatible with most FUJIFILM X Series cameras, the RR-90 Remote Release enables you to fire the shutter without physically pressing the shutter release. Doing this reduces the chance of any shake being introduced when you take a shot. It also means you can observe the subject as you shoot so if you're photographing a moving object, you can wait until it's in the perfect position.



Macro extension tubes

Don't want to buy the XF60mm macro lens? Then you can try out the world of macro photography by getting one of these macro extension tubes. Available in two sizes – 11mm and 16mm – the tubes fit between an existing XF lens and the camera body and enable you to focus closer. The greater the extension, the closer you can get, so the 16mm is more powerful than the 11mm in this respect.



FUJIFILM Camera Remote app

This free app, which is available for both Android and iOS devices, allows you to use a smartphone or tablet to remotely control an X Series camera. The connection is made using the camera's Wi-Fi connectivity and gives you a live view of the rear LCD screen on your device as well as giving you the ability to change a variety of settings and, of course, capture an image.





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