

22 July 2009

By: Florin Panaitescu, Gadgets Editor

Fujifilm A220
Engadget

[Fujifilm A170 and A220 Sport Advanced Features for Their Class](#)

Automation at its best

This one has made me laugh. Fuji says it announced the launch of two new entry-level digital cameras as a user-friendly upgrade for our current camera. I can't help but wonder what cameras one has to actually be considered an upgrade and not a replacement. Enough being mean already, let's see what these two soap boxes can do.

They both include the SR auto mode, panoramic shooting mode, face detection technology. Quick, convenient, on-the-go [photography](#). Inside a 21.9mm slim profile, the maker has encased a 10-megapixel for the A170 and a 12-megapixel for the A220, sensor, a 3x optical zoom lens specially developed for the A-series by Fujinon and a large 2.7" 230k-pixel resolution LCD.

"We wanted to provide consumers with an affordable, easy to use digital camera that still offered a competitive feature set," said David Troy, marketing manager, Consumer Digital Cameras, Electronic Imaging Division, FUJIFILM U.S.A., Inc. "The new A170 and A220 combine this in a highly portable form factor making it easier than ever to ensure that you never miss a shot and the convenience of AA battery power."

Besides the SD memory card slot, both cameras feature an additional 20MB for extra images when your card gets filled. Also, standard movie capturing is available, with zoom and sound at 30 frames per second. Usage of AA batteries is most convenient for on-the-go digital camera users since you don't need to remember charging [battery packs](#); it allows for lots of pictures to be taken, and the best part is that you can easily find spare batteries and replace them when they're out.

The Fujifilm A170 will soon be available, as stated to debut in late July for a retail price of \$89.95, while the A220 should go out around August for \$99.95.

We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is