



**For Immediate Release**

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**LEGENDARY PRO FISHERMAN BILL DANCE REELS IN MILLIONS OF TV VIEWERS  
WITH HD IMAGES SHOT BY FUJINON LENSES**

*FUJINON ZA12x4.5BERM lenses perform in harsh conditions with outstanding reliability*

**Wayne, N.J., April XX, 2014** – When America's best-known professional fisherman Bill Dance demonstrates his magic touch to TV viewers, his production crew captures the moment with super wide angle lenses from the Optical Devices Division of FUJIFILM North America Corporation. A television fixture since 1968, Dance's trademark is his ability to entertain his audience while he teaches them how they, too, can land the big fish. His shows, "[Bill Dance Outdoors](#)" and "Bill Dance Saltwater," are televised to 18 million viewers nationwide on the NBC Sports Network, Discovery's Destination America, and the Outdoors Channel.

Dance's production team has used Fujinon lenses since 2008, but this year expanded their inventory with the purchase of two ZA12x4.5 BERM [ENG/EFP lenses](#) from United Media Services of Pensacola, Florida for use on their Sony HD cameras. Shane Bell, Producer and Editor for "Bill Dance Outdoor," said, "For each half-hour show, our three-man camera crew spends up to four days fishing and filming from sunup to sundown in conditions that can include saltwater spray and harsh glare off the water. But the quality of the glass used in these lenses really helps us get great footage even with low-light or high-contrast conditions."

The Fujinon ZA12x4.5BERM is a 2/3" ENG-style Select Series Value-Priced Super Wide Angle ENG/EFP lens featuring a 2X range extender, DigiPower servo for highly accurate zoom and focus control, and Quick Zoom for rapid focus checks in the telephoto position. Their super wide

angle allows the team to include both Bill and his guest fishermen in the same frame, while the quick zoom capability lets them capture the battle between fish and angler from the first strike to the moment Bill hauls his trophy aboard. Bell said, "With these lenses, we've been able to deliver captivating content that makes viewers feel as if they've climbed aboard for the fishing expedition."

He added, "These are also very robust lenses. We have absolute confidence that they will hold up to the rigors of our type of outdoor field production. The field crew has given the new Fujinon lenses rave reviews, and the price point was also very appealing. For us, it's an ideal combination. I would recommend Fujinon lenses without hesitation."

### **About Fujifilm**

This year marks FUJIFILM's 80<sup>th</sup> anniversary, and 40 years for the Optical Devices Division, formerly known as FUJINON, in the U.S.

FUJIFILM North America Corporation, a marketing subsidiary of FUJIFILM Holdings America Corporation consists of four operating divisions and one subsidiary company. The Imaging Division provides consumer and commercial photographic products and services, including: photographic paper; digital printing equipment, along with service and support; personalized photo products; film; and one-time-use cameras; and also markets motion picture archival film and on-set color management solutions to the motion picture, broadcast and production industries. The Electronic Imaging Division markets consumer digital cameras, and the Graphic Systems Division supplies products and services to the graphic printing industry. The Optical Devices Division provides optical lenses for the broadcast, cinematography, closed circuit television, videography and industrial markets, and also markets binoculars. FUJIFILM Canada Inc. sells and markets a range of Fujifilm products and services in Canada. For more information, please visit [www.fujifilmusa.com/northamerica](http://www.fujifilmusa.com/northamerica), go to [www.twitter.com/fujifilmus](https://www.twitter.com/fujifilmus) to follow Fujifilm on Twitter, or go to [www.facebook.com/FujifilmNorthAmerica](https://www.facebook.com/FujifilmNorthAmerica) to Like Fujifilm on Facebook. To receive news and information direct from Fujifilm via RSS, subscribe at [www.fujifilmusa.com/rss](http://www.fujifilmusa.com/rss).

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*\* At an exchange rate of 83 yen to the dollar.*

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