



photo by Ken Burgess

Problem Solved! New Optical View-finder for the Fuji W3 & W1

One of the problems with the LCD screens on the back of many new digital cameras is the difficulty seeing it outside. When the screen doubles duty as the view-finder it means that many times you have to "guess" if your subject is lined up correctly.

These custom made optical view-finders are a wonderful addition to the Fuji W3. They are useful for both bright light outdoors and low light indoor situations, it allows you to accurately frame your images over a wide range of photographic conditions. It also helps reduce camera shake and helps keep your fingers out of the shot!

Over the years, one of the most frequent requests we've received was to find a solution to the problem of not being able to see the camera screen when shooting images outdoors. Photographers who have tried the various "display shades" quickly discover they aren't a huge help. Part of the problem is our eyes are adjusted for the brighter light of the sun even if the screen is shaded. Ken found a great solution to the problem!

Also, have you noticed it's sometimes difficult to hold your hand steady when you hold the camera away from your face to line up the shot while viewing it on the screen? This type of View-finder works best when you hold it right up to your eye steadying the camera on your forehead, which can also help you get a better shot with less blur.

Benefits:

- Allows you to line up a shot properly when you can't see the LCD screen
- Helps to steady the camera
- 3 models to choose from
- Made from durable nylon
- Each is a "whole" unit with no separate parts to keep track of
- Twin element optics with scratch resistant polycarbonate lenses. Magnification is about .5



Snowbird Resort, Location of 3D-Con 2015, photo by Ken Burgess

Optical View-Finder Makes a great holiday gift or stocking-stuffer!

Option 1, Shoe-Mount for W3 & W1: Intended primarily for use on the Auxiliary Lens Adapter (ALA). And yes, this version does work with the polarizer mounted on the ALA. Of course, if you have wide angle lenses on the ALA the frame coverage will not be correct, but you can still judge frame center with it. You would most frequently use it with lens shades, filters, or the polarizer on the ALA, which are all useful tools for shooting in bright sun. In these configurations the frame coverage is accurate. Price is \$49 including shipping.

Option 2, Snap-On for W3: Attaches directly to the W3 with no screws. Since the Optical Viewfinder must be removed to change out the battery this is the most convenient. The unit has a "clip" that hooks under the battery door (where a battery replacement adapter cable would exit the camera). It also has a "flex post" that clips into the tripod mounting hole. The shape of the case that mounts the optical components is shaped ergonomically to make it easier to hold the camera while shooting, keeping your fingers from getting in front of the lens. Price is \$59 including shipping.

Option 3, Bolt-On for W3: Attaches directly to the W3's tripod mounting hole with a 1/4 - 20 screw (supplied). This is very secure, but less convenient and not as "comfortable" as the snap on model. Price is \$59 including domestic shipping.

For more information or to place an order, please go to the website:
<http://www.cyclopital3d.com/View-Finder-for-Fuji-W3---W1.html>.

Don't forget to check out the new Auxiliary Lens Adapter made in durable nylon with the built-in battery holder!
<http://www.cyclopital3d.com/Fuji-W3-Auxiliary-Lens-Adapter.html>

