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Choosing the right digital camera

One of the most popular gifts to give and receive this holiday season is a digital camera. And with such a wide selection of cameras on the market today, purchasing one can become a confusing task. Consider the following before you make a purchase:

How Many Megapixels?

The main feature most people look for when purchasing a digital camera is the megapixel count. A megapixel measures the amount of data from an image that is captured by a camera's sensor. While most people assume that a camera with a higher megapixel count equals a better digital camera, this isn't necessarily true. The amount of megapixels you need depends largely on your printing needs. A digital camera with three megapixels is perfectly fine if you want 4x6 prints for your photo album. However, if you plan on using your camera to produce larger prints or even computer-based scrap booking, you may want to purchase a camera with a four or higher megapixel count.

Narrow in on Optical Zoom

A camera's zoom function allows users to get a close-up view of your subject from a distance. Zoom functions can be either optical or digital. Generally, an optical zoom function produces a better image than digital zoom. Optical zoom changes the magnification of an image with the camera's actual optical glass before the image reaches the imaging sensor. Optical zoom is a key feature to consider if the camera will be used for faraway fast-action shots.

Take Your Camera for a Test Drive

Before purchasing a camera, make sure to do your homework and test drive



the model. Get a sense of its weight and the lag time between snapping photos. Pay close attention to the camera's menu functions. Some models on the market today have a range of shooting modes that allow you to customize the settings of the shot. For example Fuji's F30 digital camera gives users the option of 15 shooting modes based on the environment— from shooting underwater to shooting in snow— to capture that vibrant shot.

Protect Yourself

In order to get the most out of your digital camera, make sure that you choose a model that offers a healthy warranty. Certain brands, such as Fujifilm are now offering three-year warranties on their latest cameras. This allows you to have the assurance and confidence in your latest investment.

Remember, the key to selecting the right digital camera is to choose one that suits your individual picture-taking needs. Take your time and investigate all of your options before making that final decision.

More information on digital photography is available online at www.fujifilm.ca/.

—News Canada

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