Fujifilm GFX Medium format camera

Announced at Photokina, Fujifilm is introducing a 50.4 megapixel medium format camera. Six lenses are also announced for the system. More here. Impressive technology. They mentioned that the body plus one lens would be less than 10k. Cheap when compared to the Hasleblad system so threatening to the full frame market since this would cost the same with more resolution but not on my shopping list anytime soon.

Source: https://www.idonthaveacoolname.com/fujifilm-gfx-medium-format-camera/