

Mirrorless digital camera and ultrasound diagnostic imaging devices win the “Best of the Best Award” of Red Dot Design awards

-20 products win the international-prestigious Red Dot Design awards

-In recognition of their beautiful exterior and outstanding design along with functionality and performance

-Highest honor received with the record number of products

TOKYO, April 1, 2022 – FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto) is pleased to announce that 20 of its products including imaging and medical devices have been awarded the “Red Dot Design Award: Product Design 2022,” a product design award program organized by Design Zentrum Nordrhein Westfalen based in Essen, Germany. Of the products, the mirrorless digital camera “FUJIFILM GFX100S/GFX50S II,” wireless ultrasound diagnostic imaging device “iViz air”^{*1} (featuring lung echo guide function) and wireless ultrasound diagnostic imaging device “iViz air Conevx” (featuring bladder urine volume measuring function) have received the program’s highest-ranked “Best of the Best Award.” This is the highest number of products to have won the highest honor for Fujifilm.

The Red Dot Design Award is an international design award program launched in 1955. The award is extended to products with excellence in design innovation, functionality, ergonomics, ecological compatibility and durability. It is one of the world's three most prestigious design awards, alongside Germany's “iF design award” and the United States’ “the International Design Excellence Awards (IDEA)”. This year, there were around 7,900 entries from around the world to be judged by internationally-renowned design experts.

In developing all of its products and services, Fujifilm not only pursues product functionality and performance, but also engages in design development that leverages superior functionality and performance. The 20 products have recognized their beautiful appearance and design achieving outstanding functionality and performance. The company will continue to work on creating designs that not only have beautiful appearance but also reflect commitment to offering portability and operability for ease of use and comfort, thereby creating new product values.

*1 Product name in Europe is “iViz wireless”.

* Please note that contents in this website are current as of the date of the press announcement and may be subject to change without prior notice. Information in each release, including the product availability, specification, prices, contacts, are those at the time of publication.

* This news release is issued by FUJIFILM Corporation in Japan.

* Fujifilm makes no representation that products on this news release are commercially available in all countries and regions (including US and EU). Approved uses of healthcare products vary by country and region.



reddot winner 2022
best of the best

“Best of the Best Award” logo



reddot winner 2022

“Red Dot Design Award 2022” logo

20 Red Dot Design Award 2022 winning products

① Mirrorless digital camera “GFX100S/GFX50S II” **【Best of the Best Award】**

The GFX100S/GFX50S II boast superior image quality, using unique color reproduction technology and a large-format sensor about 1.7 times the size of 35mm full-frame sensor. FUJIFILM GFX100S (world’s highest^{*2} 102 megapixels) and FUJIFILM GFX50S II (51.4 megapixels) feature a powerful image stabilization mechanism and highly-accurate autofocus function in a compact body that weighs just 900g^{*3} to offer exceptional mobility. Users can enjoy hand-held shooting of images with rich tonality and beautiful bokeh achieved by a sensor larger than the 35mm full-frame sensor.



*2 For commercially available mirrorless digital cameras, as of April 1, 2022, according to Fujifilm.

*3 Including a battery and a memory card.

② Wireless ultrasound diagnostic imaging device “iViz air” (featuring lung echo guide function) **【Best of the Best Award】**

The iViz air is a highly portable ultrasound diagnostic imaging device, consisting of an ultrasound probe and a tablet-style image display unit. The wireless, compact and lightweight device connects over WiFi, making it easy to carry and handle. It is also easy to clean, which is a very important factor in medical frontline applications, and can be used for in-home medical care, emergency care, in-hospital rounds and even as an injection guide for intravenous drips and dialysis. The lung echo guide function, aimed at assisting lung ultrasound for diagnosing conditions such as pneumonia and pneumothorax, visually presents the angle of the probe and scan locations during a examining process and automatically displays a list of exam results, facilitating quick examining.



③ Wireless ultrasound diagnostic imaging device “iViz air Convex” (featuring bladder urine volume measuring function) **【Best of the Best Award】**

The iViz air Convex features bladder urine volume measuring function, developed with deep learning, i.e. one form of AI technology.^{*4} By pressing the probe against the abdominal according to the guide shown on the tablet-style image display unit to obtain ultrasound scans, the device automatically determines the bladder region and measure its length. It only needs transverse and longitudinal plane to determine the bladder’s urine volume. The lightweight and compact design offers excellent portability. Furthermore, it offers rectum observation guide function for visually assisting stool evaluation, enabling in-home or in-ward excretion care for the elderly.



*4 The system performance or precision does not change after installation.

④ Water irrigation system “JW-3” for endoscopy



⑤ Microbe-derived component analyzer “LIMUSAVE MT-7500”



⑥ Endoscope visualization system “EV-3D, EV-TD1, EV-TD2, EV-HM, EC-760S-G/L” for the ELUXEO endoscopic imaging system



⑦ Compact expansion unit “EX-Mobile” for X-ray imaging units



⑧ Thin bronchoscope “EB-710P” for the endoscopy system “ELUXEO”



⑨ Smartphone printer “instax Link WIDE”



⑩ Hybrid instant camera “instax mini Evo”



⑪ Instant camera “instax mini 40”



⑫ Interchangeable lens for GFX Series of mirrorless digital cameras
“FUJINON GF35-70mmF4.5-5.6 WR”



⑬ Interchangeable lens for GFX Series of mirrorless digital cameras
“FUJINON GF80mmF1.7 R WR”



- ⑭ Interchangeable lens for X Series of mirrorless digital cameras
“FUJINON XF70-300mmF4-5.6 R LM OIS WR”



- ⑮ Interchangeable lens for X Series of mirrorless digital cameras
“FUJINON XF18mmF1.4 R LM WR/23mmF1.4 R LM WR/33mmF1.4 R LM WR”



- ⑯ Interchangeable lens for X Series of mirrorless digital cameras
“FUJINON XF27mmF2.8 R WR”



- ⑰ Zoom rate demand unit “FUJINON ERD-50A-D01”



- ⑱ Broadcast zoom lens
“FUJINON UA125x8BESMP-V35F”



- ⑲ Broadcast zoom lens
“FUJINON UA13x4.5BERD/18x5.5BE/24x7.8BERD”



- ⑳ Multi-functional sunscreen for brighter, smoother skin
“ASTALIFT D-UV Clear White Solution”



For inquiries on information in this media release, contact:
Media Contact: FUJIFILM Holdings Corporation
Corporate Communications Division, Public Relations Group
TEL : +81-3-6271-2000