

FUJIFILM Holdings Sets its Highest Record with 27 Products Winning the Internationally Prestigious “iF Design Award 2024”

TOKYO, March 8, 2024 – FUJIFILM Holdings Corporation (President and CEO, Representative Director: Teiichi Goto) is pleased to announce that 27 of its products*¹ have been awarded the “iF Design Award 2024”, sponsored by the iF International Forum Design based in Hannover, Germany. Among them, the FUJIFILM GFX100 II*², a mirrorless digital camera equipped with a 12-megapixel high-speed sensor and the latest image processing engine, received the highest honor, the Gold Award (iF Gold Award 2024). The company sets its highest record with 27 products winning the “iF Design Award”.

The iF Design Award is a prestigious international design award launched in 1953, and is considered one of the top three global design awards, alongside “Red Dot Design Award” in Germany and “International Design Excellence Awards (IDEA)” in the United States.

In developing all of its products and services, Fujifilm not only pursues functionality and performance, but also engages in design development that leverages superior 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 including facility

*2 Awarded the Gold Award in combination with the vertical battery grip VG-GFX100 II, an optional accessory for the GFX100 II.



“iF Gold Award 2024” logo



“iF Design Award 2024” logo

“iF Design Award 2024” winners

1. Mirrorless digital camera “FUJIFILM GFX100 II”

Vertical battery grip “VG-GFX100 II” <iF Gold Award 2024>



2. FUJIFILM Creative Village (CLAY/ITs)



3. Mirrorless digital camera “FUJIFILM X-S20”



4. Interchangeable lens for the GFX Series of mirrorless digital cameras “FUJINON Lens GF110mmF5.6 TS Macro”



5. Interchangeable lens for the GFX Series of mirrorless digital cameras “FUJINON Lens GF30mmF3.5 R WR”



6. Interchangeable lens for the GFX Series of mirrorless digital cameras “FUJINON Lens GF55mmF1.7 R WR”



7. Interchangeable lens for the X Series of mirrorless digital cameras “FUJINON Lens XF27mmF2.8 R WR”



8. Interchangeable lens for the X Series of mirrorless digital cameras “FUJINON Lens XF8mmF3.5 R WR”



9. Interchangeable lens for the X Series of mirrorless digital cameras “FUJINON Lens XF56mmF1.2 R WR”



10. Broadcast zoom lens “FUJINON HZK24-300mm”



11. Broadcast zoom lens “FUJINON HZK25-1000mm”



12. FOCUS DEMAND EPD-51A-G02



13. TECHNO-STABI TS16x28WP/ TS12x28WP



14. Long-range camera with integrated lens “FUJIFILM SX1600”



15. Tripod grip “TG-BT1” *3



16. Digital Camera “INSTAX*4 Pal™”



17. Hybrid instant camera “INSTAX mini Evo™”
Brown



18. Instant camera "INSTAX mini 12™"



19. Smartphone printer "INSTAX mini Link 2™"



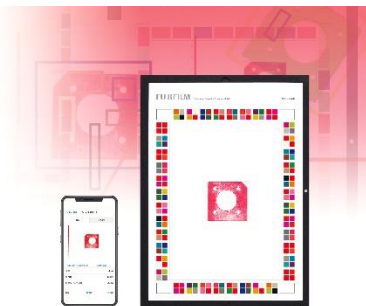
20. Smartphone printer "INSTAX SQUARE Link™"



21. Instant camera "INSTAX SQUARE SQ40™"



22. Pressure Image Analysis App "FUJIFILM Prescale Mobile"



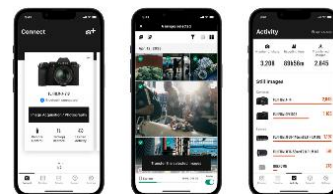
23. Film Simulation Experience



24. INSTAX smartphone app "INSTAX UP!"



25. "FUJIFILM XApp" for the GFX / X Series of digital cameras



26. Production color printer "Revorla Press™ PC1120"



27. A3 Color Multifunction Device "Apeos C7070 series"



*3 A grip for FUJIFILM X Series cameras. Some models are not compatible.
*4 INSTAX is a trademark or registered trademark of FUJIFILM Corporation.

Media Contact

FUJIFILM Holdings Corporation
Corporate Communications Division, Public Relations Group
TEL: +81-3-6271-2000