

Fujifilm Announces “instax mini LiPlay™” Renewal

Embrace the latest trends with stylish designs and convenient features such as USB Type-C charging and firmware updates through smartphone app

TOKYO, June 18, 2024 – FUJIFILM Corporation announces that the renewed “instax mini LiPlay™” (mini LiPlay), a hybrid instant camera in the instax™*1 series, will be released on July 19th, 2024 in Japan.

The popular “mini LiPlay” will be available in three new colors (MATCHA GREEN, MISTY WHITE, and DEEP BRONZE) in order to stay up to date with current trends. This updated version of the “mini LiPlay” includes a USB Type-C charging port, making it even convenient to use, and allows for firmware updates via the smartphone app*2 “instax mini LiPlay™.” The camera retains its original features such as the “SOUND” function that allows users to record voice messages and the “DIRECT PRINT” function that enables the printing of smartphone-captured images. In addition to the release of the “mini LiPlay”, Fujifilm is also introducing a camera case in a matching color.



Renewed mini LiPlay's key visual

Since its original launch in 1998, the instax™ series of instant cameras has embraced trends and evolving technologies with time and expanded its lineup to include not only analog instant cameras, but also hybrid instant cameras using digital technology, smartphone printers and palm-sized digital camera. The instax™ continues to offer diverse ways to enjoy photography, broadening the user base from young women to men and middle-aged consumers.

The “mini LiPlay” released in 2019 is a highly regarded sound recording model that has gained popularity worldwide due to its functionality and design. This hybrid instant camera is compatible with card-sized “instax™ mini film,” allowing users to take pictures with viewing the LCD monitor on the back of the camera and select their favorite images to print. The camera’s “SOUND” function can

record up to 10 seconds of audio. This audio data is then converted into a QR code and added to the printed image.

The new lineup includes the eye-catching and globally trending green color, the neutral white color that goes well with any outfit, and the unisex and calming bronze color. In addition, USB Type-C has been adopted for the charging port. Firmware updates, which previously required downloading from a website and saving it to a micro-SD, have been further improved and became easier; users are simply required to connect the “mini LiPlay” to a smartphone app to update firmware.



Firmware update is available by simply connecting the smartphone app to the camera

As same as the previous “mini LiPlay, the camera itself is equipped with 13 types of design frames and 6 types of filters, and there are over 60 types of design frames on the smartphone app. The frames and filters can be used to add effects on images.

Photos incorporating design frames



Party 3

Color Filter 4

Foliage 2

Photos incorporating film effects



Stylish

Vivid

Sepia

Furthermore, using the smartphone app “mini LiPlay” will significantly broaden the enjoyment of photography with instax™ digitally. The “DIRECT PRINT” function allows the use of the “mini LiPlay” as a smartphone printer. The app also has the “SAVE PRINTED IMAGES” function, allowing users to save a photo, printed with the “mini LiPlay,” as instax-framed images in the smartphone for easy sharing on social media.

Fujifilm will continue to broaden the world of the “instax™” instant photo system for on-the-spot photo printing.

*1 *instax* and *instax mini LiPlay* are trademarks or registered trademarks of FUJIFILM Corporation.

*2 “instax mini LiPlay™” is a free app for Android and iOS devices. It is available for download from Google Play for

Android devices and from App Store for iOS devices. Android and Google Play are trademarks or registered trademarks of Google Inc. iPhone and App Store are trademarks of Apple Inc. The iPhone trademark is used in Japan under license from Aiphone Co., Ltd. The iOS trademark is used under license from Cisco in the United States and other countries.

1. Product names, release dates and prices

Product name	Release date in Japan	Price
(1) "instax mini LiPlay™"	July 19 th	Open
(2) Camera case for "instax mini LiPlay™"		

(1) "instax mini LiPlay™"



MISTY WHITE



MATCHA GREEN



DEEP BRONZE

(2) Camera cases for "instax mini LiPlay™"



MISTY WHITE



MATCHA GREEN



DEEP BRONZE

2. "mini LiPlay" promotion

"mini LiPlay" is a hybrid instant camera that allows users to take pictures repeatedly with viewing the display on the back of the camera, and to carefully select and print their favorite pictures. The camera seamlessly combines the features of a camera and smartphone printer, empowering users to create their own unique memories. This philosophy is beautifully encapsulated in the promotional tagline of "life well curated™". The promotional campaign will primarily be conducted online, on social media

and at various retail outlets, aiming to reach a wide audience and communicate the compelling features of the new “mini LiPlay.”

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For information on Fujifilm subsidiaries and distributors, please access the following website.

<https://global.fujifilm.com/en/>