

Fujifilm Launches Smartphone Printer “instax mini Link 3™”

Featuring new exciting functions - making fun space to shoot with 3D AR effects!

Introducing new mini-format film “SPRINKLES” with motif of colorful sugar sprinkles as well

TOKYO, August 19, 2024 – FUJIFILM Corporation announces the launch of the smartphone printer “instax mini Link 3™”(Link 3) that can print smartphone images on card-sized instax™ film on September 5, 2024 in Japan.

The Link 3 is the third generation of the instax mini Link™ series, known for its global popularity and ability to provide fun experiences with friends. In addition to the convenient instant printing function, the Link 3 is equipped with two new functions – the instax AiR Studio™ and Click to Collage. The instax AiR Studio™ allows users to freely take photos with three-dimensional AR effects to decorate the space by using a dedicated app. The Click to Collage allows users to create collage prints from a series of photos, in a similar manner to a photo booth. These new functions not only provide fun moments with large groups, but also enrich the relaxing experience with small groups, enhancing the entire experience from shooting to printing.

Coinciding with the launch of the mini Link 3, Fujifilm is releasing the mini-format film “SPRINKLES” that boosts the fun of photography with a colorful design with the motif of sugar sprinkles, one of the AR effects in the “instax AiR Studio™”.



Link 3's key visual

Since its original launch in 2019, the Link series have been embraced by a wide range of generations around the world for their ability to print images stored in the smartphone onto instax™ films anytime and anywhere, in high quality, through a dedicated app※1 using Bluetooth.※2 Appeals of the instax™ Link series have been expanding with the introduction of the instax Link WIDE™, compatible with wide-format instax™ films, and the instax SQUARE Link™, which prints images onto square-format instax™ films.

In order to further expand the appeals of instax™ including Link 3, Fujifilm released an updated version of instaxUP!™ on August 13th. It is a popular instax™ smartphone app that allows users to scan and save instax™ prints with a smartphone for easy digital conversion. The update adds the instax Days™ function. Users can create their original calendars by adding event names to the instax™ prints they have taken. This function allows users to transfer print images from the Link 3 app and add them to the calendar, and to organize scanned instax™ print data in date order and look back on memories, which expands the enjoyment of instax™ print further.

Fujifilm will continue to expand the world of the “instax™” instant photo system that allows people to enjoy on-the-spot photo printing.

※1 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.

※2 The Bluetooth® word mark and logo are registered trademarks owned by Bluetooth SIG, Inc. and FUJIFILM Corporation uses these marks under license.

1.Product names, release dates and prices

Product name	Release Date	Price
(1) “instax mini Link 3™”	September 5th	Open
(2) Printer case for “instax mini Link3™”.		
(3) instax™ mini format film “SPRINKLES”		

(1) instax mini Link 3™

The new body design features the instax™ logo designed on top of the iconic vertical lines on the body of “mini Link” series. When the power is turned on, the three colors of LEDs under the logo light up in color, perfectly embodying the fun of the Link 3 experience. The new Link 3 is available in three colors that matches the current trends: CLAY WHITE, ROSE PINK, and SAGE GREEN, offering a variety of colors to suit each individual tastes and preferences.



ROSE PINK



CLAY WHITE



SAGE GREEN

(2) Printer cases for the instax mini Link 3™



(3) instax™ mini-format film “SPRINKLES”



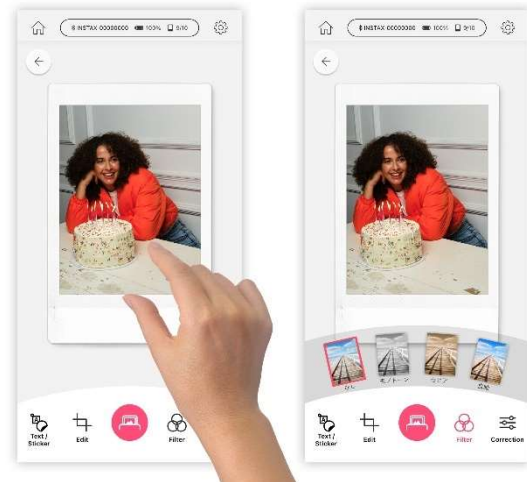
2. Main features of instax mini Link 3™

(1) Print an image or a still image captured from a video with ease

Users can easily edit an image stored on a smartphone for printing using intuitive operations in the dedicated app. It allows users to scale up, scale down or rotate a photo, apply a filter or adjust brightness to achieve a desired finish. Additionally, the app also allows users to import and edit videos saved in a smartphone, so that users can scroll through the video frames right or left to choose the best moment that presents the subject to print out.



Print an image or a still image captured from video directly from a smartphone.



Intuitive operations for editing a picture

Using the filter function to add an effect or adjusting brightness with ease

(2) instax AiR Studio™ for decorating spaces with 3D AR effects

- This function allows users to freely combine 3D AR effects to decorate the space using a dedicated app and enjoy taking pictures as well as videos and collaged photos.
- Three types of AR effects are available, “Back” to create the background of the subject, “Decor” to decorate the surroundings of the subject, and “Effect” to create shutter chances with a moving AR effect. It is possible to use AR effects by itself or combine many of them to decorate the space.
- The app also offers “Remote Live View.” This function enables users to share their screen with others while shooting by scanning a QR code in the app with another smartphone. It is possible to share a live video feed with the person being photographed while viewing the AR effects.



Decorating the space by combining AR effects



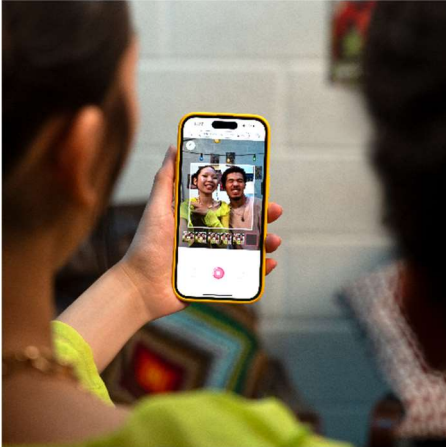
instax™ print taken with instax AiR Studio™



With the “Remote Live View” function the person being photographed can also enjoy the shooting experience while viewing the AR effects.

(3) “Click to Collage” allows users to take a series of photos and make collage prints in a similar manner to a photo booth

- “Click to Collage” feature enables users to make collage prints using a dedicated app. The app allows users to take up to six images, following a countdown “3.2.1” displayed on the screen. It is possible to create collage prints by changing poses and facial expressions and creatively capture and preserve joyful moments, just like the experience of enjoying a series of photos in a photo booth.
- When the created collage images are printed by Link 3, instax Animation™ feature combines multiple images into flipbook video. To enjoy the video, scanning the QR code printed on an instax™ print. Users can then give the flipbook video by printing it out to your friends and family or share it on social media.



Enjoy the photo shoot with the “3.2.1” countdown



Create collage prints directly from the captured images



Playback of continuous shooting images with “instax Animation™”.

3. Promotion of “instax mini Link 3™”

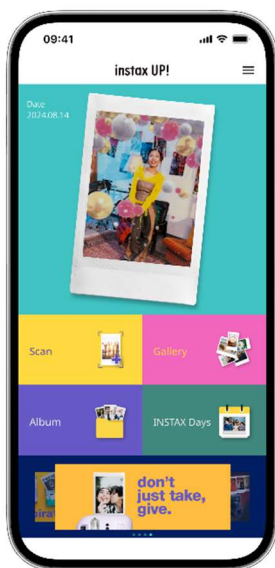
Link 3 is a smartphone printer that not only makes it easy to print photos from your smartphone, but also offers new features such as the instax AiR Studio™ for decorating the scene with AR effects with depth, and Click to Collage for creating photo booth-like shooting experiences easily. The promotional tagline, “bring fun to life™,” express our hope that users will enrich their daily lives in a wide range of fun ways, from taking selfies with just two people to taking lively photos with many people. The tagline is used online, on social media and at stores to communicate the appeal of the instax mini Link 3™ to as many people as possible.

4. Version Upgrade of “instax UP!™” app

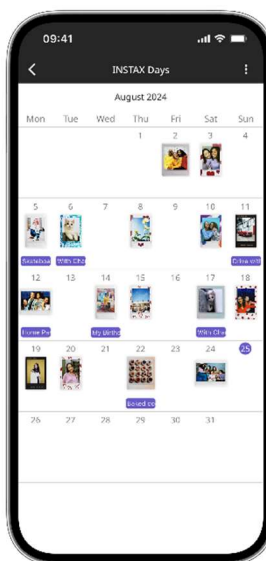
The instax UP!™ app was upgraded to a new version on August 13. The instax UP!™ can easily convert instax™ prints into digital data by scanning the entire prints including the surrounding frames and preserving instax’s distinctively gentle tonality. The app can be linked with the dedicated Link 3 app, allowing the instax™ print images in the dedicated app to be transferred to the instax UP!™ for collection.

The latest version update adds a new feature of instax Days™ that allows users to create their own original calendars by adding event names to the instax™ prints they have taken. Scanned instax™ prints and instax™ prints transferred from the Link 3 app can be organized by date, allowing users to look back on their memories. In addition, the instax Days™ expands the enjoyment of the instax™ print

by allowing users to post their calendars directly from instax UP!™ to social media and share them with as many friends as possible.



Screen of "instax UP!™".



With "instax Days™", users can organize your instax™ prints by date

About the instax™ brand

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 in more than 100 countries.

※*instax*, *instax print*, *instax Link*, *instax mini Link*, *instax mini Link 3*, *instax Link WIDE*, *instax SQUARE Link*, *instax AiR Studio*, *instax Animation*, *instax UP!*, *instax Days*, and "*bring fun to life*" are registered trademarks or trademarks of FUJIFILM Corporation.

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