

## Fujifilm Launches “instax mini Evo™ FUJIFILM 90th Anniversary Special Kit”

Commemorating 90 Years of Fujifilm Group with a limited edition instax™ featuring premium color design and accessories

TOKYO, August 19, 2024 – FUJIFILM Corporation announces the launch of “instax mini Evo™ FUJIFILM 90th Anniversary Special Kit” (Special Kit), the limited edition of instax mini Evo™ (mini Evo), a flagship model of the instax™ series of instant cameras, on October 25, 2024 in Japan. The Special Kit is limited to 30,000 units worldwide<sup>※1</sup> to commemorate the 90th anniversary of the Fujifilm Group. The camera body is available in two colors, TITANIUM GOLD and DARK SILVER. Furthermore, the Special Kit includes lens cap, strap as well as the camera case. The premium body design, combined with bundled accessories enhances a special photographic experience.



instax mini Evo™ (TITANIUM GOLD and DARK SILVER)  
with lens cap and strap



instax mini Evo™ camera case

The mini Evo is a hybrid instant camera incorporating digital technology, and supporting the card-size mini format film released in 2021. It comes with ten lens effects including Soft Focus and Light Leak as well as ten film effects including Monochrome and Retro. These two types of effects can be combined freely to create 100 different shooting effects so that users can express their emotions through instax™ prints. The camera body sports a premium and classical look and is characterized by analog-like operability using the lens dial, film dial and print lever, designed with attention to detail such as operation noise. In June 2023, Fujifilm added Brown as a new color to Black.

The Fujifilm Group, established in 1934 with the mission of producing photographic film for the Japanese domestic market, celebrated 90<sup>th</sup> anniversary on January 20, 2024. To commemorate this milestone, Fujifilm has introduced the “Special Edition” to instax™ series, expanding the world of the “instax™” instant photo system that allows people to enjoy on-the-spot photo printing.

※1 In Japan, the product will be sold on the official Fujifilm shopping site "FUJIFILM Mall" as well as retail stores.

Product name, release date and price

Product name	Release Date in Japan	Price
instax mini Evo™ FUJIFILM 90 <sup>th</sup> Anniversary Special Kit	October 25, 2024	open price

**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 prints* and *instax mini Evo* are registered trademarks or trademarks of FUJIFILM Corporation.

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