

New-generation instax with sound-recording capability!
Capture memories in an instax print with audio message

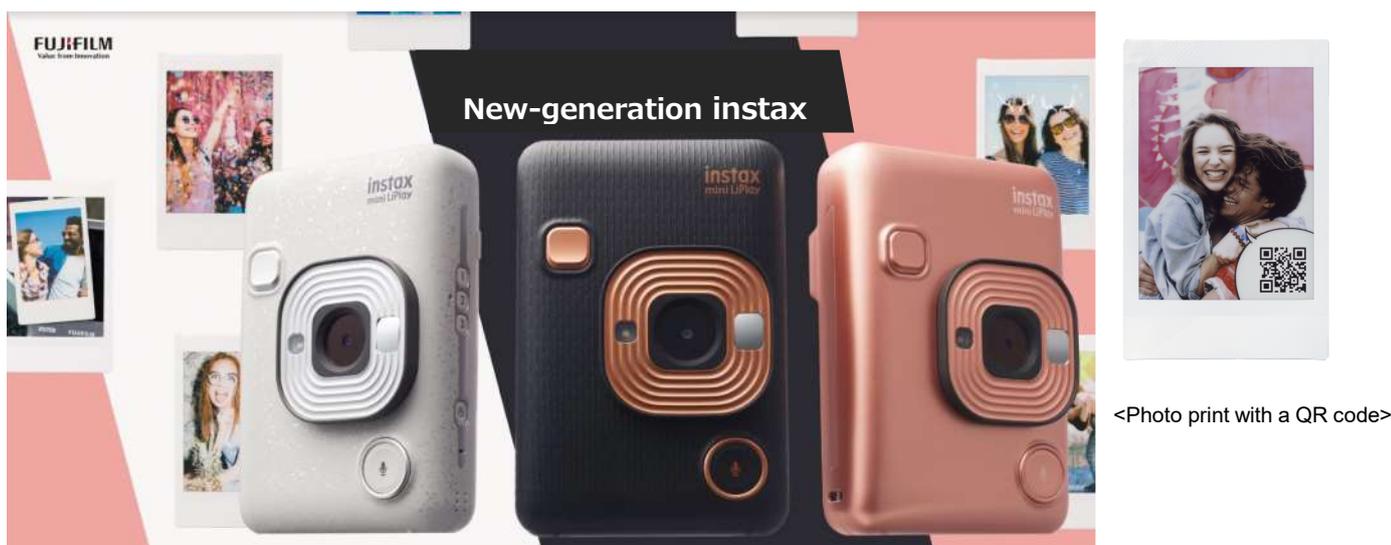
Hybrid instant camera “instax mini LiPlay”

Mini-format film “CONFETTI” and square-format film “Star-illumination” with metallic frame also available to add a touch of flamboyance to your pictures

● New Release ●

Tokyo, June 12, 2019 — FUJIFILM Corporation (President: Kenji Sukeno) has announced that it will release a hybrid instant camera “instax mini LiPlay” (hereinafter “LiPlay”), which supports credit-card-size film, on or after June 14, 2019 on a market-by-market basis. The model is a new addition to the lineup of “instax” instant cameras, which allows you to enjoy photo prints on the spot. The camera’s main unit is the smallest and most lightweight in the history of the instax series for outstanding portability. Yet, at the same time, the camera is packed with new features such as the “Sound” function^{*1} to convey a voice message or other audio data in the form of a QR code^{*2} included in a photo print, and the “Direct Print” function^{*1} to print images in your smartphone on instax film -- broadening the scope of situations the camera can be enjoyed.

Fujifilm has also announced new metallic instax mini film “CONFETTI” and instax square film “Star-illumination,” available in two designs, adding a touch of creativity to your photos.



<Overview of the instax series>

The “instax” series of instant cameras, launched in 1998, is affectionately called “Cheki” in Japan, where it has enjoyed wide popularity for over 20 years. Today, it is sold in over 100 countries around the world, including Europe, Americas, Asia Pacific, with the cumulative number of shipments topping 45 million worldwide. It has been particularly loved by the digital-native generation in their teens and young adults who have embraced it as a communication tool, saying “It is fun to share those precious moments in life in the form of photo prints. When I hand photo prints to my friends, it gives me a real sense of connection with them.”

<Overview of the new product, “instax mini LiPlay”>

The new “LiPlay,” is a hybrid instant camera that allows you to review photos captured on the device via the LCD monitor on the back of the camera and choose images you want to print. The camera’s “Sound” function is capable of recording up to ten seconds of audio. The function converts the audio data into a QR code and adds it to a photo to be printed out together. The audio can be replayed^{*3} by scanning the printed QR code with a smartphone^{*4}. This allows you to give a photo together with your description about the

pictured scene. The camera also features the “Direct Print” function, which transfers a photo taken with your smartphone to the LiPlay for printing. You can print your favorite picture in your smartphone easily on instax film and share it with your friends. To make it easy to take a group photo, the camera also offers the “Remote Shooting” function so that you can use a smartphone operation to release the shutter while standing away from the camera itself.

The camera body boasts a streamlined and stylish design. Its compact and lightweight form factor makes it easy to carry. Buttons and dials for basic operations such as shutter release and “Sound” function are laid out for advanced operability. Extra attention has been paid to perfect the camera’s texture. The camera comes in three colors, each of which has different surface processing, such as embossed or smooth finish.

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

instax

- *1: The free “instax mini LiPlay” app must be downloaded and installed on your smartphone to use the Sound and Direct Print functions
- *2: QR Code is a registered trademark of Denso Wave Inc.
- *3: Recorded audio data is stored for one year from the time it is uploaded to the server together with its linked photo image via a special smartphone app.
- *4: Smartphones with the QR Code scanning capability are required to read the QR code.

1. Product name

(1) Hybrid instant camera “instax mini LiPlay”



<Stone White>

<Elegant Black>

<Blush Gold> (available in 3 colors)

(2) Mini-format film “CONFETTI”

(3) Square-format film “Star-illumination”



<CONFETTI>



<Star-illumination>



2. Release date on or after June 14, 2019, on a market-by-market basis

- (1) Hybrid instant camera “instax mini LiPlay”
- (2) Mini-format film “CONFETTI
- (3) Square-format film “Star-illumination”

3. Price Open price for all (1), (2) and (3)

4. Main features

(1) “instax mini LiPlay”

- ① Smallest and most lightweight hybrid instant camera in the history of the instax series

The LiPlay is a highly-portable hybrid instant camera that incorporates digital technology. Featuring a 2.7-inch LCD monitor at the rear, the camera allows you to shoot photos while checking the monitor and choose pictures to print. The camera also offers brightness adjustment capability based on exposure compensation as well as six filters for processing photos, e.g. in sepia tone or in monochrome, to create a different impression.



- ② New “Sound” function

The camera’s audio-recording capability means you can record up to 10 seconds of sound. The function converts sound data into a QR code and prints it on your photo. Scan the QR code with a smartphone’s QR Code reader and replay the audio message. Printing a photo with a recorded message allows you to convey your sentiments to the person receiving the photo, making the scene more memorable. Alternatively, photograph a beach and attach the sound of waves, for example, to create a print that reminds you of the photographed situation, so that your memory of the precious moment stays vivid.



Scan the QR Code with your smartphone’s QR Code Reader to replay audio.

- ③ “Direct Print” function to use the camera as a smartphone printer

Images stored in a smartphone can be transferred to the camera via Bluetooth^{*5} for printing. You can enlarge or rotate images before transferring them.

- ④ “Remote Shooting” function for taking pictures while standing away from the camera

This function allows you to release the shutter with a smartphone operation while standing away from the camera. Remotely-taken images can be also printed on the spot. This function is particularly useful for a group photo or when you want to achieve a dynamic effect by taking photos from high or low angles.

⑤ Wide variety of design frames on offer

The camera comes pre-installed with ten design frames, which can be selected during or after taking a picture so that they are incorporated into the image for printing. Download the “instax mini LiPlay” smartphone app (free) to enjoy 20 additional design frames, bringing the total number of design frames available to 30.



Photos incorporating design frames

⑥ Stylish camera body design

The streamlined shape of the camera body is complemented with a different surface finish for each of the three color variations in a design approach that even pays close attention to your tactile sense. The Stone White version has a rough, stone-like surface achieved with a special spray coating. The Elegant Black version features an eye-catching embossed finish on the camera surface, while the Blush Gold version dazzles with a smooth lustrous finish. Metallic parts are used for the lens ring, etc. for a premium look.



<Elegant Black with an eye-catching embossed finish>



<Stone White with unique spray coating>



<Blush Gold with dazzling smooth finish>

(2) New instax film

① Mini-format film “CONFETTI”

- Compatible with all “instax mini” series models that support the mini format
- Colorful metallic frame that adds a touch of flamboyance to your photo
- 10 prints per pack

② Square-format film “Star-illumination”

- Compatible with all “instax SQUARE” series models that support the square format
- Elegant design of the night sky scattered with colorful stars to make your photo look stylish
- 10 prints per pack

*5: Bluetooth® work mark and logo are registered trademarks of Bluetooth SIG, Inc. FUJIFILM Corporation uses these marks based on a license agreement.

5. Specifications

① Camera Function

Image sensor	1/5 type CMOS primary color filter
Number of recorded pixels	2560 × 1920 pixels
Storage media	Internal memory, micro SD/micro SDHC memory card
Storage capacity	Approximately 45 images in internal memory; approximately 850 images per 1 GB in micro SD/micro SDHC memory card
Recording method	DCF compliant Exif Ver 2.3
Focus distance	f = 28 mm (35 mm film equivalent)

Aperture	F2.0
Auto focus	Single AF (with AF Illuminator)
Shooting distance	10 cm and beyond
Shutter speed	1/4 second to 1/8000 second (automatic switching)
Shooting sensitivity	ISO100 to 1600 (automatic switching)
Exposure control	Program AE
Exposure	-2.0 EV to +2.0 EV (1/3 EV step)
Metering method	TTL 256 split metering, multi metering
White balance	Auto
Flash	Auto Flash / Forced Flash/Suppressed Flash Shooting range with flash: Approximately 50 cm to 1.5 m
Self-timer	Approximately 2 seconds / approximately 10 seconds
Image effects	6 Filters, 10 Frames (3 available with shortcuts)
Sound recording	Possible to record sound when shooting or playing back single image.

②Print Function

Film used	FUJIFILM INSTAX Mini Instant Film (sold separately)
Number of films	10 films/pack
Film size	86 mm × 54 mm
Screen size	62 mm × 46 mm
Print pixel count	800 × 600 dots
Print resolution	12.5 dots / mm (318 dpi, 80 μm dot pitch)
Print gradation	RGB gradation of 256 colors
Film used	FUJIFILM INSTAX Mini Instant Film (sold separately)
Number of films	10 films/pack
Film size	86 mm × 56 mm
Screen size	62 mm × 46 mm

③Other

Smartphone app linked functions	Sound Playback Function from printed images, Smartphone Image Print Function, Remote Shooting Function, Frame Selection Function
LCD monitor	2.7-inch TFT color LCD monitor Pixel count: Approximately 230,000 dots
External interface	Micro USB Micro-B (for charging only)
Power supply	Lithium ion battery (internal type: not removable)
Charging function	Built-in battery
Possible number of printed images	Approximately 100 (from full charge) (The number of prints depends on the usage conditions.)
Charging time	Approximately 2-3 hours (Charging time depends on the temperature.)
Main unit dimensions	82.5 mm × 122.9 mm × 36.7 mm (excluding projecting parts)
Main unit weight	Approximately 255 g
Operating environment	Temperature: +5 °C to +40 °C (+41 °F to +104 °F) Humidity: 20% to 80% (no condensation)

*The above specifications are subject to change for performance improvement.

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