

Ultra-short throw projector “FUJIFILM PROJECTOR Z8000”
wins the highest-ranked “Best of the Best Award”

- Fujifilm sets its highest record with 29 products winning the internationally prestigious Red Dot Design Award
- In recognition of beautiful appearance and design to achieve outstanding functionality and performance in products of various business fields

TOKYO, April 13, 2021 – FUJIFILM Corporation (President: Kenji Sukeno) is pleased to announce that 29 of its products in various business fields including the “instax” series of instant cameras and the “X” and “GFX” series of digital cameras, have been awarded the “Red Dot Design Award: Product Design 2021,” a product design award program organized by Design Zentrum Nordrhein Westfalen based in Essen, Germany. Of the products that have received the honor, the ultra-short throw projector “FUJIFILM PROJECTOR Z8000” has received the program’s highest-ranked “Best of the Best Award.”

Fujifilm sets its highest record with 29 products winning the prestigious program in recognition of not only the products’ beautiful appearance but also their design that achieves outstanding functionality and performance.

The Red Dot Design Award is an international design award program launched in 1955. The award is extended to products with excellence in design innovation, functionality, ergonomics, ecological compatibility and durability. It is one of the world’s three most prestigious design awards, alongside Germany’s “iF design award” and the United States’ “the International Design Excellence Awards (IDEA)”. This time, there were around 7,800 entries from around the world to be judged by internationally-renowned design experts.

In developing all of its products and services, Fujifilm not only pursues product functionality and performance, but also engages in design development that leverages superior functionality and performance. Fujifilm will continue to work on creating design that not only has beautiful appearance but also reflects commitment to offering portability and operability for ease of use and comfort, thereby creating new product values.

Fujifilm makes no representation that products in this news release are commercially available in all countries.



reddot winner 2021
best of the best



reddot winner 2021

<Red Dot Design Award 2021 winning products (24 products excluding five products that have not been released)>

① Ultra-short throw projector “FUJIFILM PROJECTOR Z8000”
【Best of the Best Award】

The FUJIFILM PROJECTOR Z8000 (FP-Z8000) is a high-brightness model in the Z series of ultra-short throw projectors equipped with the world's first folded two-axial rotatable lens. It is capable of projecting images in 8000 lumens (lm) of brightness despite its class-leading compact and lightweight design^{*1}. The product can project images at various directions without having to move the main unit and also throw large images from a close-up distance. These features address the need for producing spatial design that makes effective use of limited space. The FP-Z8000 has a stylish design with a fold-away lens, and supports vertical or horizontal positioning to provide installation options according to usage conditions. The product is available in two color variations, black and white.



*1 Among ultra-short throw projectors equipped with a laser light source capable of projecting images in brightness of 8000lm or above (TR value of 0.4 or below) as of April 13, 2021 according to Fujifilm.

② Instant camera “instax mini7+”
(overseas model)



③ Instant camera “instax mini 11”



④ Instant camera “instax SQUARE SQ1”



⑤ Mirrorless digital camera “FUJIFILM GFX100S”



⑥ Mirrorless digital camera “FUJIFILM X-T4”



⑦ Mirrorless digital camera “FUJIFILM X-E4”



⑧ Mirrorless digital camera “FUJIFILM X-S10”



⑨ Digital camera “FUJIFILM X100V”



⑩ Interchangeable lens for X series digital cameras
“FUJINON Lens XF50mmF1.0 R WR”



⑪ Interchangeable lens for X series digital cameras
“FUJINON Lens XF10-24mmF4 R OIS WR”



⑫ Interchangeable lens for GFX series digital cameras
“FUJINON Lens GF30mmF3.5 R WR”



⑬ Interchangeable lens for GFX series digital cameras
“FUJINON Lens GF100-200mmF5.6 R LM OIS WR”



⑭ 4K-compatible broadcast zoom lens
“FUJINON UA107x8.4BESM AF”



⑮ 4K-compatible broadcast zoom lens
“FUJINON UA24x7.8BERD S6B”



⑯ 8K-compatible broadcast zoom lens
“FUJINON HP66x15.2-ESM”



⑰ 8K-compatible broadcast zoom lens
“FUJINON HP12x7.6ERD-S9”



- ⑱ Zoom lens for cinema cameras
“FUJINON Premista19-45mmT2.9”



- ⑲ Binoculars
“FUJINON HYPER-CLARITY HC8x42/10x42”



- ⑳ “Expansion Unit EX-1” for endoscopy



- ㉑ Automated clinical chemistry analyzer
“DRI-CHEM NX600”



- ㉒ Endoscope droplet-shielding mouthpiece
“Mouthpiece B1”



- ㉓ Inkjet solution “UVIQUE”



- ㉔ Magnetic tape storage media
“FUJIFILM LTO Ultrium8 data cartridge”



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