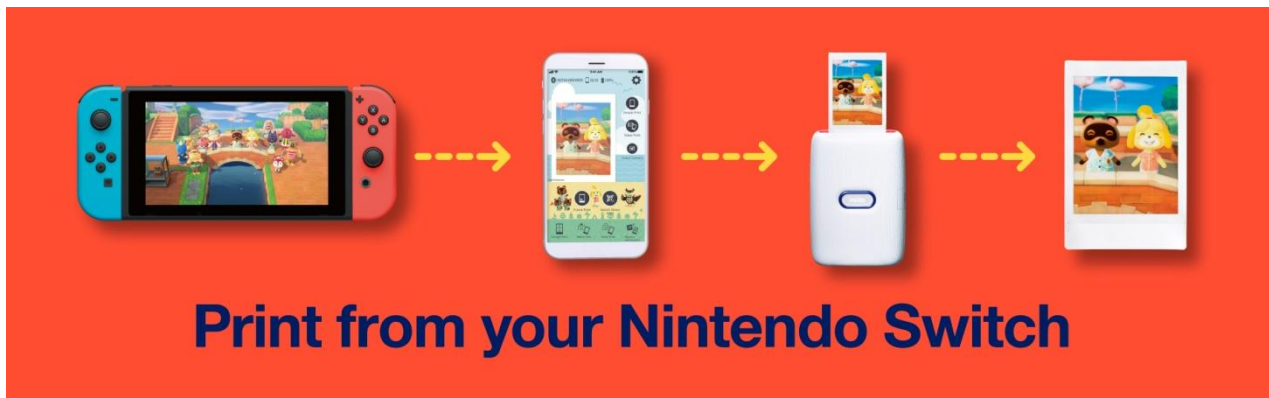


Fujifilm launches new app for “instax mini Link”

- Offering a new way of enjoying Nintendo Switch™ and instax mini Link
- Turning the world of games such as “Animal Crossing: New Horizons,” “Super Mario” and *New Pokémon Snap* into instax prints with ease

TOKYO, April 22, 2021 --- FUJIFILM Corporation (President: Kenji Sukeno) is pleased to announce the launch of the smartphone app^{*1} “instax mini Link for Nintendo Switch,” specifically designed for the smartphone printer “instax mini Link” (Link), on April 30. The app allows users to print out their favorite scenes or characters from any of the games on the Nintendo Switch console by Nintendo Co., Ltd, offering a new printing experience of turning the world of games into instax prints.

There are many scenes game players want to preserve as a screenshot, such as a memorable moment in “Animal Crossing: New Horizons,” a moment of completing a stage in “Super Mario” and picture-perfect encounters with Pokémon in *New Pokémon Snap*^{*2} (to be released on April 30, 2021). The new app makes it possible to easily create an instax print of such screenshots or videos, recorded in the Nintendo Switch, to start a collection of images or use the pictures to decorate a room^{*3}, bringing the world of a favorite game or character to daily life.



<How a screen image on Nintendo Switch is printed out from the smartphone printer “Link” via dedicated app>

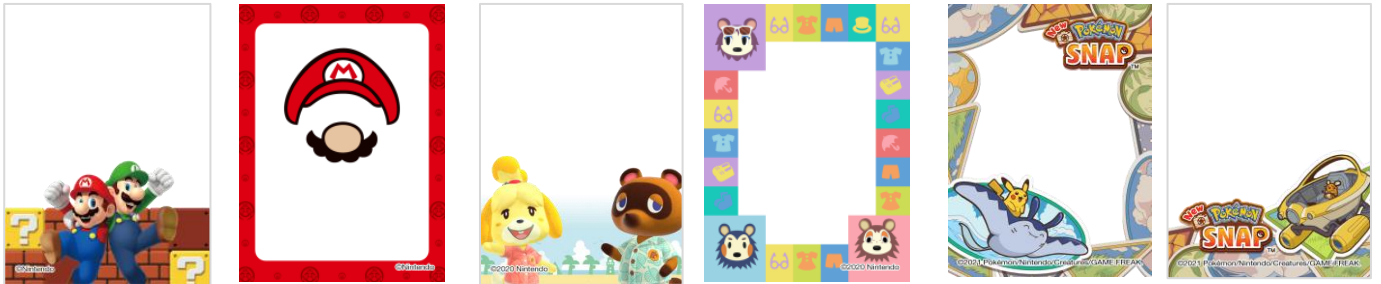
©Nintendo Nintendo Switch is a trademark of Nintendo Co., Ltd.

Fujifilm’s Link is a smartphone printer that establishes a Bluetooth^{*4} connection with a smartphone via dedicated app to produce a high-quality instax print of an image on the smartphone. The app allows users to edit an image, combine it with a variety of frames that come with the app, or take the best moment out of video and print it out. The palm-top device is compact and weighs just 200g for excellent portability. Since its launch in October 2019, the printer has enjoyed huge popularity as a tool that turns every photo opportunity into fun time.

In addition to the current way of enjoying the Link, the new dedicated app “instax mini Link for Nintendo Switch” can produce an instax print out of a scene from game play, screenshot of a game character or a selected moment of video stored in the Nintendo Switch. When the users select an image saved on Nintendo Switch, the QR code will be displayed on the screen of Nintendo Switch. Then, when the users scan it with the dedicated app, the image will be transferred to the smartphone and displayed on the app. The image can be printed as it is or cropped.

The app’s screen design can be chosen from three themes, such as “Animal Crossing: New Horizons,” “Super Mario” and *New Pokémon Snap*, so that users can enjoy the world of their favorite game or character while operating the app. The app also comes with 59 new frames, featuring characters from the three games, to add to 36 frame designs available in the current Link app for use in the Frame Print function, in which an image can be combined with a frame design for printout. It enables the users to enjoy printing with the design frame of their favorite game. The dedicated app can be downloaded free of charge^{*5}.

< Frame designs samples >



Super Mario

Animal Crossing: New Horizons

New Pokémon Snap

Coinciding the launch of the new app, Fujifilm is also adding a new color variation, “Ash White (Red & Blue)” to the Link lineup. The base color of ash white is complemented by red at the output section and blue around the power button on the front face. The new Ash White (Red & Blue) Link is available as a standalone product and also as a limited-edition kit with a specially designed silicone case featuring the popular Pokémon Pikachu to mark the launch of the *New Pokémon Snap* game for Nintendo switch, to be released on April 30, 2021.



<instax mini Link Ash White (Red & Blue)>



<Specially designed silicone case featuring Pikachu> (only available with the special bundle kit)

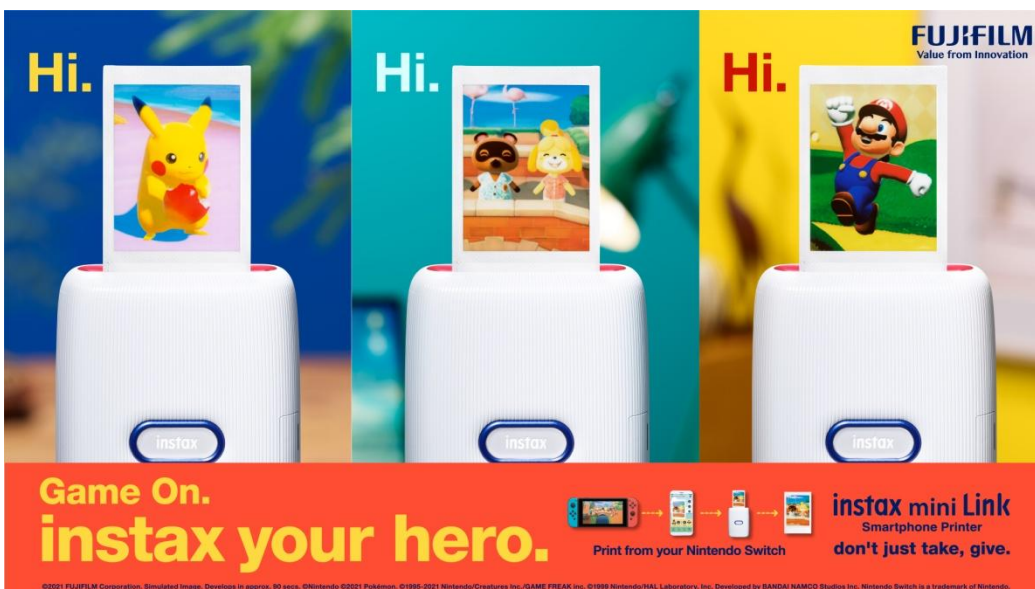


<Instax mini Link Ash White (Red & Blue) inserted in the specially designed silicone case featuring Pikachu>

Fujifilm will continue to expand the world of the instant photo system “instax,” which can print out pictures on the spot to be enjoyed instantly.

<About the promotional campaign>

Under the tagline of “Instax your hero.,” Fujifilm will promote the new app online, on social media and in stores, highlighting instax’s unique value and sense of excitement about being able to preserve fun gaming experiences in the physical form.



<Key visual for the promotional campaign>

- *1 Free app compatible with Android devices and the iPhone; The app can be downloaded from GooglePlay for Android devices and from the App Store for the iPhone.
Android and GooglePlay are trademarks or registered trademarks of Google Inc. iPhone and App Store are trademarks of Apple Inc. The "iPhone" trademark is used under a licensing agreement with AIPHONE Co., Ltd.
The new app "instax mini Link for Nintendo Switch" is not available for download in some countries and regions.
- *2 ©2021 Pokémon. ©1995-2021 Nintendo/Creatures Inc./GAME FREAK inc.
©1999 Nintendo/HAL Laboratory, Inc.
Developed by BANDAI NAMCO Studios Inc.
- *3 Limited to personal use.
- *4 The Bluetooth® word mark and logo are registered trademarks of Bluetooth SIG, Inc. FUJIFILM Corporation uses these marks based on a licensing agreement.
- *5 The smartphone app "instax mini Link for Nintendo Switch" can be used with the printer in the new "Ash White (Red & Blue)" color as well as in the current color variations, "Ash White," "Dusky Pink" and "Dark Denim."

1. Product name

(1) New smartphone app "instax mini Link for Nintendo Switch"

*This app is also available as free download for the users of the current "Link" models.



< Icon for the new smartphone app "instax mini Link for Nintendo Switch" >

(2) Smartphone printer "instax mini Link Ash White (Red & Blue)"



(3) Smartphone printer "instax mini Link Ash White (Red & Blue)"

Special bundle kit with specially designed silicone case featuring Pikachu



2. Release date The new smartphone app "instax mini Link for Nintendo Switch" will be released for download on April 30, 2021.

The smartphone printer "instax mini Link Ash White (Red & Blue)" and the special

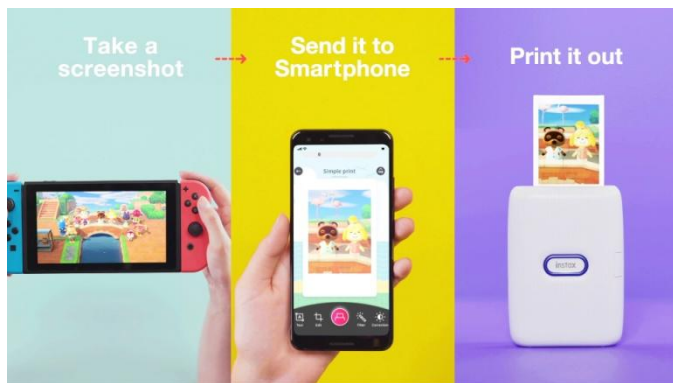
bundle kit with specially designed silicone case featuring Pikachu will also be released on April 30.

- 3. Prices**
- (1) Free download
 - (2)(3) Open price

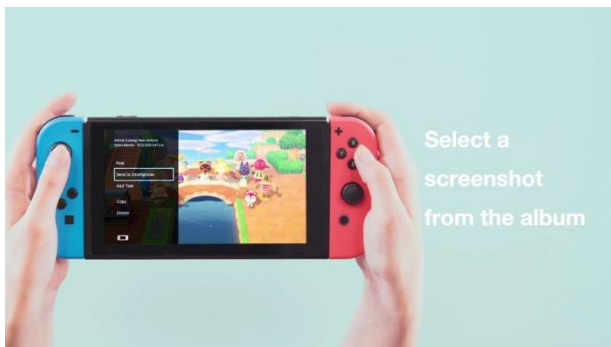
4. Main features of the dedicated app

(1) Switch Direct Print Function

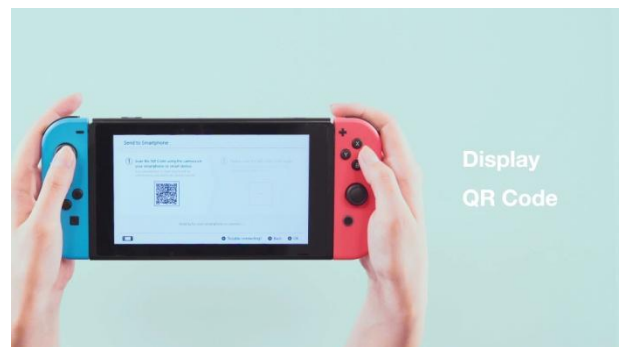
A screenshot of the game screen (still images or videos) on the Nintendo Switch can be easily sent to the smartphone printer Link for printing by a simple operation of scanning a QR code that appear on the Nintendo Switch.



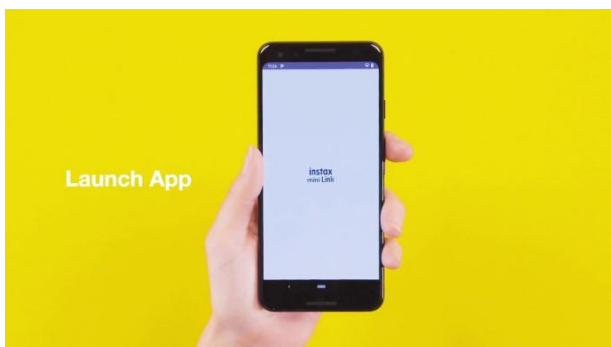
(1) Select a screenshot from the Album on Nintendo Switch.



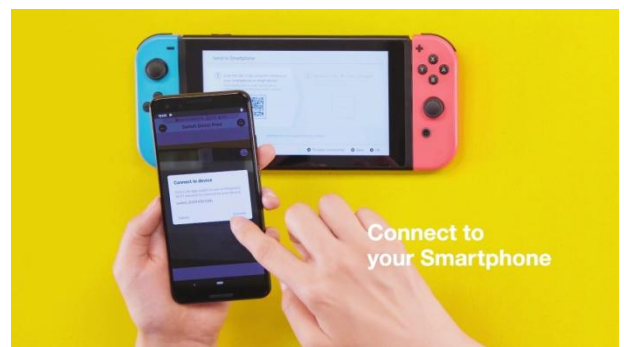
(2) A QR code for connecting to Wifi appears.



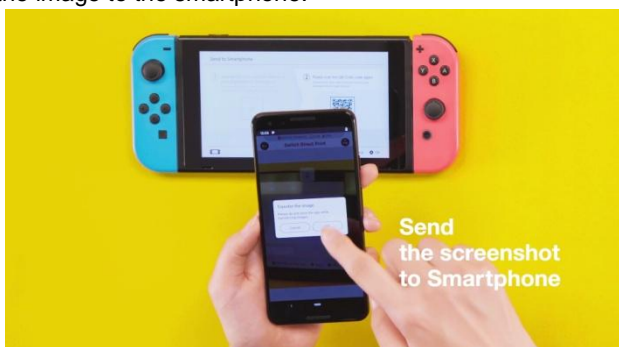
(3) Launch the app "instax mini Link for Nintendo Switch."



(4) Press the "Switch Direct Print" button to scan the QR code and connect the Nintendo Switch with the smartphone.



(5) After connecting, scan the QR code that appears again to transfer the image to the smartphone.



(6) The smartphone switches to the Print screen to print out the image.



(2) App design options with three types of game characters

The app's screen design can be chosen from three themes, such as "Animal Crossing: New Horizons," "Super Mario" and *New Pokémon Snap*, so that users can enjoy the world of their favorite game or character while operating the app.



Super Mario

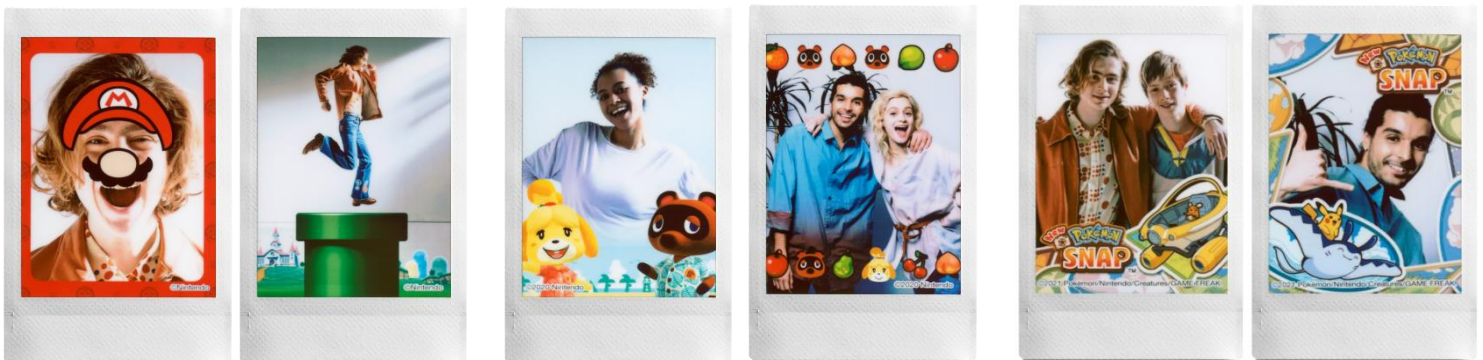
Animal Crossing: New Horizons

New Pokémon Snap

(These screen designs are subject to change)

(3) Frame Print featuring popular game characters

The app comes with 59 new frames, featuring characters from the three games, for use in Frame Print, a popular Link function in which an image can be combined with a wide variety of frame designs for printout. It enables the users to enjoy creating a print that combines an image with a frame designed with a character from a favorite game. When combined with frame designs already available, users have a choice out of some 100 Frame Print options.



Super Mario

Animal Crossing: New Horizons

New Pokémon Snap

5. instax-related link

• instax official website <https://instax.com/>

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