

NEWS RELEASE

Fujifilm Announces Addition of *Splatoon*™ 3 and Other Unique Features in the Updated INSTAX MINI LINK® for Nintendo Switch™ Smartphone App

Updated FUJIFILM INSTAX MINI LINK for Nintendo Switch App allows gamers even more creative ways to share their game play with others

TOKYO, January 5, 2023–FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto), in collaboration with Nintendo Co., Ltd. continues to revolutionize how gamers can share the fun of their game play, with the significant addition of *Splatoon 3* characters as well as a variety of unique features in the FUJIFILM INSTAX MINI LINK® for Nintendo Switch App¹. With the App, users can share their favorite character moments with fellow gamers digitally or by printing a custom, one-of-a-kind INSTAX photo from their FUJIFILM INSTAX MINI LINK series Smartphone Printer.

“The addition of the popular *Splatoon 3* to the range of Nintendo Switch games that connect with our INSTAX MINI LINK series of Smartphone Printers is exciting, as is the new INSTAXiR App feature that allow gamers to use character-themed effects and special frames that will appear on the printed INSTAX images,” said Mark Yamamoto, Director, Senior Vice President, General Manager, Imaging Solutions Division.

The free, downloadable INSTAX MINI LINK for Nintendo Switch App allows filters and frames to be added to screenshots taken using the Nintendo Switch system’s capture function, which can be transmitted to your Smartphone and then printed onto FUJIFILM INSTAX instant photos via the INSTAX MINI LINK Series of Smartphone Printers. A simple QR Code scan of the Nintendo Switch game screen using the INSTAX MINI LINK for Nintendo Switch App on your Smartphone allows the image to be printed with a variety of frames and stickers based on characters from Nintendo Switch games including *Animal Crossing™: New Horizons*, *Super Mario™*, *New Pokémon Snap™*, and now, *Splatoon 3*.

Updated App features enhanced INSTAXiR™ capabilities

Within the updated App, the INSTAXiR feature allows users of any INSTAX MINI LINK 2 printer to add a variety of graphics, including *Splatoon 3* characters, to their prints, as well as the other standard effects of INSTAXiR, including bubbles, petals, neon, spray paint, or a glitter look by

¹ A free Smartphone App, compatible with Android phones and iPhones, is required for use of the INSTAX MINI LINK Smartphone printer. It can be downloaded from Google Play in the case of Android phones and from the App Store for iPhones, provided that there are some countries and regions where the INSTAX MINI LINK for Nintendo Switch App will not be available for download.

simply holding the printer, pressing the feature button on top, and aiming the side LED to draw in the air. What is drawn in the air will then appear on the print preview in-App, and once the user is happy with the look, the graphics will appear on the print itself when printed with the INSTAX MINI LINK 2 Smartphone printer. Users of the INSTAXAiR feature can even record a video of the drawing and share the moment as a printable QR code that appears on the printed INSTAX photo. The QR code can be scanned with your Smartphone to view the video, download it, or share it on social media.

New FUJIFILM INSTAX MINI LINK Smartphone Printer Color Combination Introduced Along with Splatoon 3 Accessories

In conjunction with the launch of the new INSTAX MINI LINK for Nintendo Switch App, Fujifilm is also introducing a new color variation of the FUJIFILM INSTAX MINI LINK 2 Smartphone Printer, “Special Edition, Clay White”. While using the Clay White color as a base, black accents have been added around the front power button as well as the film ejection slot to create a stylishly updated look.

A bundle kit will be offered that includes the Special Edition Clay White INSTAX MINI LINK 2 and a silicone case featuring Splatoon 3 characters. Additionally, an exclusive Splatoon 3 INSTAX photo album will be available as a separate accessory for gamers to store and display their favorite prints from the INSTAX MINI LINK for Nintendo Switch Smartphone App.

“With this and every FUJIFILM INSTAX product, our goal is to continue to innovate, delight, and exceed the expectations of our consumers,” said Yamamoto. “As the gaming community continues to evolve, we look forward to evolving with them.”

Pricing and Availability

The updated INSTAX MINI LINK for Nintendo Switch App is expected to be available for free download via the App Store for Apple products and Google Play for Android devices on January 19, 2023 in Japan. The new Special Edition Clay White INSTAX MINI LINK 2 Smartphone Printer is also expected to be available at retail on January 19 in Japan, 2023, at an open price. The bundle kit, consisting of the Special Edition Clay White INSTAX MINI LINK 2 Smartphone printer and Splatoon 3 silicone case, will be available at an open price. The Splatoon 3 photo album will also be available at an open price.

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