

## NEWS RELEASE

### Fujifilm launches a New INSTAX mini-format film “HEART SKETCH”

**-Packing 10 different love-heart designs, perfect for St Valentine’s Day and other memorable events**

TOKYO, January 17, 2023 – FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto) announces the launch of the INSTAX mini-format film “HEART SKETCH” on January 31, 2023.



packaging



10 love-heart designs in hand-drawn style

INSTAX mini-format film is a credit-card-sized photo print, produced by INSTAX cameras and smartphone printers such as the INSTAX mini 11 camera and the INSTAX mini Link 2 smartphone printer. A mini-format film comes in not only the standard white frame but also decorated frames featuring a variety of colors and designs. The trend-setting film frames with a wide variety of patterns are used by many users, especially those who want to easily create highly-designed INSTAX prints.

Each pack of the HEART SKETCH contains ten sheets designed with love-heart patterns of various sizes and types in a hand-drawn style. Users can enjoy INSTAX prints of different designs each time they take a photo. This is perfect for use on St Valentine’s Day or at other memorable events.

Fujifilm will continue to expand the world of the INSTAX instant photo system, which provides the fun of printing out a photo you take on the spot.

## 1. Product name, Release date and Price

Product name	Release date	Price
INSTAX mini-format film “HEART SKETCH”	31 January, 2023	Open

## 2. Product specifications

- Number of sheet: 10 per pack
- Film size: 86×54mm
- Picture size: 62×46mm

### <About INSTAX>

The “INSTAX” series of instant cameras was launched in 1998. Today, it is sold in over 100 countries and regions around the world, including Europe, United States, China and Southeast Asia, especially among the young generation. The brand has been expanded to add a lineup of smartphone printers which allows users to print images stored in smartphones with ease and hybrid-instant cameras which allows users to view and review photos on the device via the LCD monitor on the rear panel of the camera and choose images they want to print, thereby broadening the user base. Today, the INSTAX series has been globally embraced as a communication tool or a tool of self expression for its ability to capture those precious moments in life in the form of photo prints, and convey emotions that go with them.

### <About INSTAX films >

INSTAX films are available in three types, namely the credit-card-sized “mini-format,” the 1x1 aspect ratio “SQUARE-format” and the “WIDE-format” twice the width of mini-format films. On offer are plain white frames as well as decorated frames featuring various colors and designs. The current lineup of INSTAX films contains some 30 different types.



(Pictured from left) INSTAX films in the mini format, SQUARE format, and WIDE format

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