

“INSTAX mini Evo™ Brown” wins the “Best of the Best Award” of Red Dot Design awards

- **16 Fujifilm products win international acclaim at prestigious Red Dot Design Awards**

TOKYO, April 11, 2024 – FUJIFILM Holdings Corporation is pleased to announce that 16 of its products including imaging and medical devices have been awarded the “Red Dot Design Award: Product Design 2024,” a product design award program organized by the Design Zentrum Nordrhein Westfalen based in Essen, Germany. Of the products, “INSTAX^{※1} mini Evo™ Brown” has received the program’s highest-ranked “Best of the Best Award.” This remarkable achievement marks the first time that all 16 products submitted by FUJIFILM have won the prestigious Red Dot Design Award.

The Red Dot Design Award is an international design award program launched in 1955. The award is given 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)”.

In the development of all its products and services, Fujifilm not only pursues product functionality and performance, but also engages in design development that leverages superior functionality and performance. The 16 products have recognized their beautiful appearance and design achieving outstanding functionality and performance by a panel of internationally renowned design experts.

The company will continue to work on creating designs that not only have beautiful appearance but also reflect commitment to offering portability and operability for ease of use and comfort, thereby creating new product values.



reddot winner 2024
best of the best

“Best of the Best Award” logo



reddot winner 2024

“Red Dot Design Award 2024” logo

※1 INSTAX is a trademark or registered trademark of FUJIFILM Corporation.

<16 Red Dot Design Award 2024 winning products>

① Hybrid instant camera “INSTAX mini Evo™ Brown”

【Best of the Best Award】

The “mini Evo™” is a hybrid instant camera incorporating digital technology and supporting the card-size “mini format film.” Released in 2021, it has been a global sensation since its launch due to its hybrid nature of analog and digital function. It comes with ten lens effects including “Soft Focus” and “Light Leak,” and ten film effects, including “Monochrome” and “Retro.” These two types of effects can be freely combined to create 100 different shooting effects, allowing users to express their emotions through INSTAX prints. The camera body sports a premium and classical look and features analog-like operation with the lens dial, film dial and print lever, designed with attention to details such as operation noise.



② Instant camera “INSTAX mini 12™”



③ Instant camera “INSTAX SQUARE SQ40™”



④ Digital Camera “INSTAX Pa1™”



⑤ Mirrorless digital camera “FUJIFILM GFX100 II”
Vertical battery grip “VG-GFX100 II”



⑥ Mirrorless digital camera “FUJIFILM X-S20”



⑦ Interchangeable lens for the GFX Series of mirrorless digital cameras “FUJINON Lens GF110mmF5.6 T/S Macro”



⑧ Interchangeable lens for the GFX Series of mirrorless digital cameras “FUJINON Lens GF55mmF1.7 R WR”



⑨ Interchangeable lens for the GFX Series of mirrorless digital cameras “FUJINON Lens GF30mmF5.6 T/S”



⑩ Interchangeable lens for the X Series of mirrorless digital cameras “FUJINON Lens XF8mmF3.5 R WR”



⑪ FOCUS DEMAND “EPD-51A-G02”



⑫ Broadcast zoom lens “FUJINON HZK24-300mm”



⑬ Long-range camera with integrated lens “FUJIFILM SX1600”



⑭ Portable Identification System of Medicine “PROFIT iQ”



⑮ Wide Format Inkjet Printer “Acuity Prime Hybrid”



⑩ Assist function for CT scan “AutoPositioning”



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