

News Release

July 15, 2026

Fujifilm Introduces New Color “SILVER” for “instax mini 99™”

High-end analog instant camera with advanced light and color effects now available in an eye-catching matte silver finish

TOKYO, July 15, 2026 – FUJIFILM Corporation announces the launch of analog instant camera “instax mini 99™” (mini 99™) in the new color “SILVER” on July 29, 2026 onward.



instax mini 99™'s key visual



instax mini 99™ “SILVER”

Released in April 2024, the mini 99™ features functions that use analog technology to further broaden the range of print expressions, such as “Color Effect Control,” which applies lights of different colors directly to a film to produce six different color expressions, and “Vignette Mode,” which reduces exposure around the edges to bring the focus to the center of each picture. Print expressions can vary based on shooting conditions, allowing users to create unique instax™ prints with great flair.

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Color Effect Control



The Color Effect Dial and LEDs inside the camera body



N(Normal)



FG(Faded Green)



WT(Warm Tone)



LB(Light Blue)

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SM(Soft Magenta)



SP(Sepia)



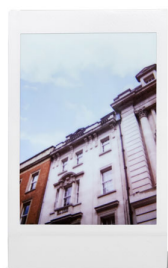
LL(Light Leak)

Print images using Color Effect Control

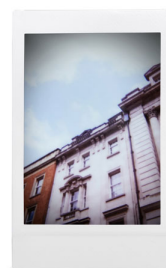
Vignette Mode



Vignette Mode OFF



Vignette Mode ON



The camera body boasts a leather-like matte texture that sits comfortably in the hand and presents a classic design with a premium exterior and texture suitable for the high-end model. In addition, the camera features a removable rechargeable battery, making it convenient for during long-time shooting situations such as while travelling or at events.

While retaining the same functions, analog operation and body design of the mini 99™, a new color option, “SILVER,” is added to the lineup. Featuring silver accents on operational components such as the lens and dials, the new color offers an even more camera-inspired design. The calm matte silver finish gives the camera a sophisticated look that complements a wide range of lifestyles and shooting occasions.

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Fujifilm will continue to expand the world of the instax™ instant photo system that allows people to enjoy on-the-spot photo printing.

1. Product Name, Release Date, and Price

Product Name	Release Date	Price
(1) instax mini 99™「SILVER」	July 30, 2026 onward	Open

(1) instax mini 99™ 「SILVER」



Front



Rear



Side



Top

(2) Included Accessories

- 1. Rechargeable Battery
 - 2. Battery Charger
 - 3. Charging Cable
 - 4. Bottom Grip with a Tripod Thread
 - 5. Shoulder Strap
- The mini 99™ uses a removable rechargeable battery, capable of taking approximately 100 frames per charge, making it ideal for extended shooting during travel, events and other occasions.
 - The camera comes with a bottom grip with a tripod thread, to be used when it needs to be mounted on a tripod. The grip makes it easier to hold the camera while taking self-portraits.*



From left, a charging cable, a rechargeable battery, a battery charger, a bottom grip with a tripod thread and a shoulder strap.



Fit the bottom grip with a tripod thread to the camera to take a selfie easily



* When replacing film while taking pictures with a tripod, be sure to attach the supplied bottom grip with a tripod thread to the camera or remove the camera from the tripod to avoid placing excessive stress on the film door.

2. Camera Case for the instax mini 99™

The camera can be conveniently carried in the camera case designed for the instax mini 99™, which is currently available.



3. "instax mini 99™" Promotion

The mini 99™, developed with a focus on analog technology, delivers photo expressions distinctively analog by combining colors created with Color Effect Control with light manipulation achieved with Vignette Mode and Brightness Control. The promotional tagline, "Be One-of-a-Kind with Light and Color," reflects the desire for users to enjoy creating unique and personalized images through the creative manipulation of light and color. The promotion, to be conducted mainly online, on social media and at retailers, will communicate the appeals of the mini 99™ to as many people as possible.

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About the instax™ brand

Since its original launch in 1998, the instax™ series of instant cameras has embraced trends and evolving technologies with time and expanded its lineup to include not only analog instant cameras, but also hybrid instant cameras using digital technology, smartphone printers and palm-sized digital camera. The instax™ continues to offer diverse ways to enjoy photography, broadening the user base in more than 100 countries.

*instax, instax prints and instax mini 99 are registered trademarks or trademarks of FUJIFILM Corporation.

Product Images



Download All

ZIP: 4.7MB

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