

For immediate release

NEWS RELEASE

Fujifilm Wins “Red Dot Award: Brands & Communication Design 2023” With Its Four Products and Services

TOKYO, August 31, 2022 -- FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto) is pleased to announce that four of its products and services including the smartphone printer “INSTAX mini Link 2” and the pressure image analysis app “FUJIFILM Prescale Mobile” have been selected in “Red Dot Award: Brands & Communication Design 2023”, a design award program organized by Design Zentrum Nordrhein Westfalen based in Essen, Germany.

The Red Dot Design Award is an international design award program launched in 1955. It is considered as 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)”. The program consists of three categories, namely Brands & Communication Design, Product Design and Design Concept. The Brands & Communication Design category is awarded to products and services with design excellence in a variety of areas including branding, advertising, packaging, UI (user interface) and UX (user experience).

The four Fujifilm products and services are the smartphone printer “INSTAX mini Link 2”, the pressure image analysis app “FUJIFILM Prescale Mobile”, App for the GFX / X Series of mirrorless digital cameras, “FUJIFILM XApp”, and “Remote Rec Function”, which is available on the mirrorless digital camera “FUJIFILM X-H2S/X-H2” when it is combined with the file transmitter “FT-XH”. These products and services have received high recognition in design excellence, functionality, creativity, awareness, and competitor differentiation. As announced in April, 23 of Fujifilm products including mobile X-ray fluoroscopy system and broadcast zoom lens also won the honor in the Product Design Category.

In developing all of its products and services, Fujifilm not only pursues product functionality and performance, but also engages in design development that leverages superior functionality and performance to the maximum extent. Fujifilm 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 values.



reddot winner 2023

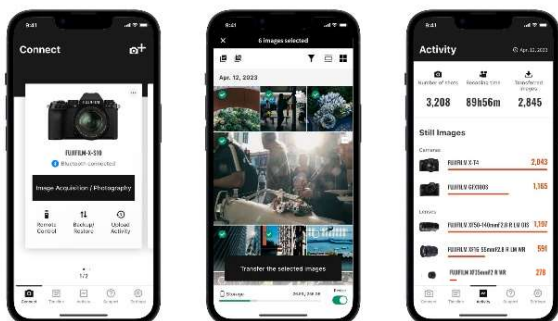
“Red Dot Design Award 2023” logo

Smartphone printer "INSTAX mini Link 2"



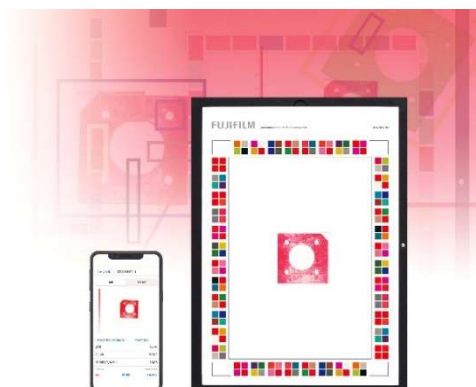
A smartphone printer that can print out the images taken with a smartphone on the spot with ease. It features a function with which users can apply an AR (augmented reality) effect to add drawings or writings "in the air" when taking pictures.

"FUJIFILM XApp" for the GFX / X Series of mirrorless digital cameras



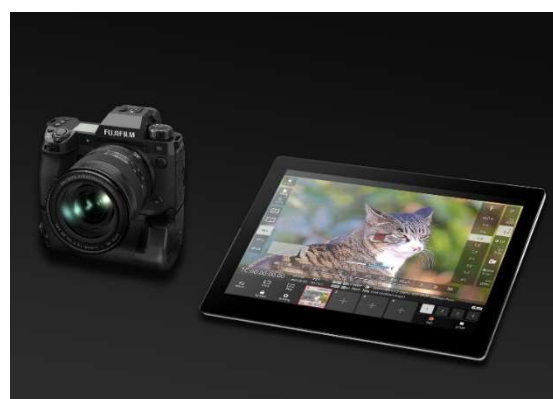
The app connects GFX / X Series mirrorless digital cameras with a smartphone or tablet device so that users can remotely control the camera and transfer images taken by the camera to the connected device for viewing. The app achieves seamless connectivity with a camera and features a function for viewing a day's shooting activities as a photo journal.

Pressure Image Analysis App "FUJIFILM Prescale Mobile"



An app designed for use with the pressure-measuring film "Prescale." The app allows users to easily quantify pressure by capturing a color-developed "Prescale" with a mobile device, and enables further data use by connecting the app with a dedicated cloud system.

"Remote Rec Function"



This function of FUJIFILM X-H2S/X-H2 enables users to connect the cameras ,up to four, with a computer or a tablet device, and record video or change camera settings through a computer browser. The function can be used by combining the cameras with "FT-XH," a file transmitter available as an optional accessory.

* This news release is issued by FUJIFILM Corporation in Japan. Fujifilm makes no representation that products on this news release are commercially available in all countries and regions (including US and EU).

For inquiries on information in this media release, contact:

Media Contact: FUJIFILM Holdings Corporation
Corporate Communications Division, Public Relations Group
TEL +81-3-6271-2000