

Fujifilm launches Two New Colors for instax SQUARE SQ6 and instax Double Sided Stickers

PHOTOKINA 2018, COLOGNE, GERMANY, September 25th, 2018 – FUJIFILM Corporation (President: Kenji Sukeno) is pleased to announce that it will release two new additional colors of the company's instant camera, instax SQUARE SQ6 (SQ6) - RUBY RED and AQUA BLUE - in early November, 2018.

In addition, as an accessory of the instax series, Fujifilm releases the “instax Double Sided Stickers (set of 12 sheets)” which can easily paste instax prints on the various surfaces and locations. The Stickers will also be available in early November.



instax SQUARE SQ6
RUBY RED



instax SQUARE SQ6
AQUA BLUE



instax Double Sided
Stickers

The SQ6 has an automatic exposure adjustment function that is activated when the shutter button is pressed. It detects the ambient brightness and adjusts to provide the optimum shutter speed and flash light intensity. There is also a self-shot mirror placed to the side of the lens allowing you to check the shooting range. Furthermore, to cover every situation, the camera has three modes. The “Double Exposure Mode” allows two images to be overlapped on a single photo when the shutter button is pressed twice, the “Macro Mode” can take short-range photos down to a minimum of 30cm (aprox 12 inches), and the “Landscape Mode” can be used to take long-range landscape photos.

The camera is designed simple yet stylish. The SQ6 design allows you to choose the color that suits your style and fashion. Following the widespread success of three original SQ6 colors – blush gold, graphite gray, pearl white - the two newly added colors were chosen to appeal to a even wider consumer audience seeking the fun of an instax SQUARE format camera. Two colors, “RUBY RED” with high fashionability and “AQUA BLUE” with a sporty impression, can be carried with any scene.

The instax Double Sided Stickers come as a response to the great demand by users seeking the ability to adhere instax films to their favourite places such as walls and scrapbooks—quickly and easily. A special adhesive also allows users to post and re-post them many times.

Since 1998, the products of instax series have been used and embraced all over the world. Cumulative shipments have exceeded 30 million units across the globe. Fujifilm will continue to spread the instant photo system “instax,” which enables people around the world to “enjoy printing photos as they take them.”

1. Product name:

- (1) Instant Camera “instax SQUARE SQ6” RUBY RED / AQUA BLUE
- (2) “instax Double Sided Stickers”

2. Availability:

- (1) (2) Scheduled to expand selling countries / regions from beginning of November, 2018

3. Price

- (1) (2) Open price

4. Main specifications

- (1) “instax SQUARE SQ6”

Film	Fujifilm Instant Film “instax SQUARE Film (available separately)
Lens	Retractable lens, 2 components, 2 elements, f = 65.75 mm, 1:12.6
Viewfinder	Inverted Galilean finder, 0.4 x, with target spot

Focusing	Motor-driven 3-range switching (0.3 m - 0.5 m/1 ft. - 1.6 ft., 0.5 m - 2 m/1.6 ft - 6.6 ft., 2 m/6.6 ft. and beyond), Macro Mode (0.3 m - 0.5 m/1 ft. - 1.6 ft.) Normal Mode (0.5m - 2 m/1.6 ft - 6.6 ft.) Landscape Mode (2 m/6.6 ft and beyond)
Shutter Release	Programmed electronic shutter release, 1.6 sec - 1/400 sec.
Exposure Control	Automatic, Interlocking range (ISO 800) : LV 5 - LV 15.5, Exposure compensation: $\pm 2/3$ EV
Film Feeding Out	Automatic
Film Developing Time	Approximately 90 seconds (Varies depending on the ambient temperature)
Flash	In Macro mode: Built-in, automatic electronic flash In a mode other than Macro mode: Always flashing Charging time: 0.2 sec - 7 sec (using a new battery), Flash charging indicator, Effective flash lamp range: 0.3 m - 2.7 m/1 ft. - 8.9 ft.
Self-Timer	Electronically controlled, approx. 10 second delay, Can be stopped mid-run
LED Display	Shooting mode (Auto, Selfie, Macro, Landscape, Double exposure), Brightness adjustment, Flash suppressing, Self timer Mode
Power Supply	Two CR2/DL CR2 lithium batteries Capacity: Approximately 30 instax SQUARE 10-pack film packs with new CR2/DL CR2 lithium batteries
Others	Film pack confirmation window, tripod socket (tripod sold separately)
Dimensions & Weight	118.7 mm x 128.1 mm x 58.1 mm/4.7 in. x 5.0 in. x 2.3 in. (not including protrusions)/393 g/13.9 oz. (without battery, strap, and film pack)
Accessories	Two CR2/DL CR2 lithium batteries, Shoulder strap, Three flash filters

* Specifications are subject to change for improvement.

(2) “instax Double Sided Stickers”

Sticker size 30mm x 40mm (L x W)

Quantity 12 sheets in a package