

**FUJIFILM LAUNCHES TWO NEW FUN INSTAX MINI 8 COLORS:
RASPBERRY AND GRAPE;
INSTAX MINI 90 NEO CLASSIC
NOW IN SOPHISTICATED BROWN**

New Colors for Our Beloved instax mini 8 and instax mini 90 Neo Classic is Now on Ready

PHOTOKINA 2014, COLOGNE, GERMANY, September 16, 2014—FUJIFILM Corporation is pleased to showcase three new color variations of the much loved instax mini 8 and mini 90 Neo Classic cameras that deliver fun card-sized photos. The new lineups are instax mini 8 Raspberry, instax mini 8 Grape, and instax mini 90 Neo Classic Brown.

The instax mini lineup of instant film cameras enables consumers to write messages on high quality, credit card-sized photos immediately. Photo enthusiasts around the world can easily enjoy the unique feature of having an analog image that can be taken anywhere and shared with family and friends.

The newly announced instax mini 8 Raspberry and instax mini 8 Grape are elegant colors that have been requested from users from throughout Europe and the U.S.

For the first time, the new instax mini 90 Neo Classic will be available in Brown. Following the widespread success of the original mini 90 in Black, the mini 90 in Brown was chosen to appeal to a wider consumer audience that wants the fun of an instax instant film camera and the elegance of a refined and sophisticated brown color.

Fujifilm is committed to offering new products and services that meet various consumer needs by using innovative technological advancements. Fujifilm is also dedicated to enhancing the enjoyment of photography worldwide, and wants all users to experience the joy of shooting, preserving, displaying and sending images through a renewed “Photo Renaissance” that delivers the message of “enrich your life with Photography.”

Availability:

The instax mini 8 Raspberry, and Grape, and instax mini 90 Neo Classic Brown will be available in the 4th quarter of 2014.

Specifications of instax mini 8 Raspberry and Grape

- Film Fujifilm Instant Color Film “instax mini” (sold separately)
- Film Size 86 mm × 54 mm
- Picture Size 62 mm × 46 mm
- Lens Move in/out type lens, 2 components, 2 elements, f = 60 mm, 1:12.7
- Viewfinder Real image type optical finder, 0.37 ×, with target spot
- Focusing 0.6m - ∞
- Shutter Release Shutter speed: 1/60 sec.
- Exposure Control Manual switching system (LED indicator in exposure meter)
- Flash Constant firing flash (automatic light adjustment),
Effective flash range: 0.6 m - 2.7 m
- Power Supply Two size AA 1.5 V alkaline batteries (LR6),
Capacity: 10 film packs (based on our test conditions)
- Dimensions & Weight W: 116 mm × H: 118.3 mm × D: 68.2 mm / 307g (without battery, strap and film pack)

Specifications of instax mini 90 Neo Classic Brown

- Film Fujifilm Instant Color Film “instax mini” (sold separately)
- Film Size 86 mm × 54 mm
- Picture Size 62 mm × 46 mm
- Lens Move in/out type lens, 2 components, 2 elements, f=60 mm, F=12.7
- Viewfinder Real image type optical finder, 0.37 ×, with target spot and parallax adjustment for macro mode
- Focusing Motor-driven 3-range switching, 0.3 m - ∞
(macro mode: 0.3 - 0.6 m, normal mode: 0.6 - 3.0 m, landscape mode: 3.0 m - ∞)
- Shutter Release Programmed electronic shutter release, shutter speed: 1.8 sec. - 1/400 sec. (Macro Mode: aperture automatically fixed at F22, Bulb Mode: maximum 10 sec. shutter open time)
- Exposure Control Automatic, Interlocking range (ISO800): LV5.0-15.5, Exposure compensation (Lighten-Darken Control): ±2/3EV, +1EV
- Flash Built-in automatic electronic flash (with brightness adjustment function) / Fill-in Flash Mode (with brightness adjustment function) / Flash Off Mode / Red-eye Reduction Mode

- LCD Exposure Counter (number of unexposed film), Macro Mode, Brightness Control, Self Timer, Flash ON/OFF, Mode button (Party / Kids / Landscape / Double Exposure / Bulb)
- Power Supply NP-45A lithium-ion battery Charge, Capacity: 10 film packs (based on our test conditions)
- Dimensions & Weight W: 91.9 mm × H: 113.4 mm × D: 57.2 mm / 296 g (without battery, strap and film pack)