

FUJIFILM ANNOUNCES

Hybrid Instant Camera “instax SQUARE SQ20”

New hybrid instant camera for the popular square format! Print the best moment of moving subjects easily and enjoy dynamic photos with new functions

PHOTOKINA 2018, COLOGNE, GERMANY, September 25th, 2018 — FUJIFILM Corporation (President: Kenji Sukeno) is pleased to announce that it will launch “instax SQUARE SQ20” (SQ20) compatible with square format film as a new addition to the instax series of instant camera line, which allows users to enjoy on-the-spot photo printing. The SQ20 has a variety of functions such as motion mode which can print the best moment of moving subjects easily and other new functions which can enjoy dynamic photos. The stylish and easy-to-hold design allows the camera to be taken anywhere, ensuring you never miss a precious moment.

The SQ20 offers a wide variety of functions that allow you to enjoy both taking and printing photos. In addition to normal shooting for still images, a new function called “Motion Mode” allows you to take a video (max 15 seconds), use a dial on the backside of the camera, and easily print the best moment of moving subjects—something that has been difficult to achieve previously. The “Time Shift Collage” can take 4 images with a time difference—all at once—by pushing a single shutter button. It allows you to enjoy the new photo shooting experience that takes photos looking at 4 images having a time difference at one time. The special filter “Sequence” can take dynamic and dreamy photos adding sequence effects to the image. The camera has the first zooming function before shooting within the instax series. There is also a self-shot mirror attached to the side of the lens allowing you to check the shooting range. As a hybrid instant camera, which is equipped with a digital image sensor and digital image processing technology, the camera allows you to select your favorite images before printing and to edit the images with various filters. With the benefits of a hybrid instant camera, a wide variety of photographic expression can be made even with the same image.

The camera is stylish and easy-to-hold. There are two color variations with matte black to suit any scene and style, and beige for an elegant and fashionable feel. The design of the lens ring—and around the ring—is reminiscent of water ripples. It not only makes the camera easy to hold but is also a contemporary design feature.

Since 1998, the instax series product line has been used all over the world and has been particularly embraced by a young demographic. Cumulative shipments have exceeded 30 million units across the globe. Fujifilm will continue to spread the instant photo system “instax,” which allows people across the planet to “enjoy printing photos as they take them.”

1. Product Name

Instant Camera “instax SQUARE SQ20” Beige/Matte Black (available in 2 colors)

2. Release Date

Scheduled to expand selling countries / regions from October 20, 2018

3. Price

Open price

4. Main Features

a) Shooting photos looking at the LCD monitor, selecting your favorite images before printing

The results of all operations throughout shooting, editing/processing and printing are displayed on the LCD monitor. The camera also allows you to select your favorite images before printing.

b) Moving subjects can also be taken easily and dynamic photos can be printed

- **Frame Grab**

By taking a video (max 15 seconds) and using the dial on the back-side of the camera, the camera allows you to print easily the best moment of moving subjects that are often difficult to take.

- **Time Shift Collage**

This function can take 4 images with a time difference at one time pushing a shutter button only once. It allows you to enjoy the new photo shooting experience that takes photos looking at 4 images having a time difference at one time. The time difference among images can be adjusted up to 2.0 seconds by 0.2 seconds.

- Special filter “Sequence”

This function allows you to take dynamic and dreamy photos adding sequence effect to the image.

c) Enjoy editing videos as well as still images adding filter effect

There are a wide variety of editing functions such as various filters including partial color filter function, vignette control, and brightness adjustment. With these kinds of editing effects, various types of shooting and printing can be made for both video and still images.

d) A wide variety of photographic expression can be made with double exposure and bulb mode

The camera has special shooting modes such as double exposure that can combine two images onto one film by pushing the shutter twice, while the bulb exposure function is useful for night scenes and light marks.

e) Other features

- 4.0 x digital zoom

The camera has the first zooming function before shooting within instax series.

- Self-shot mirror

A self-shot mirror attached to the side of the lens allows you to check the shooting range.

f) Stylish and sophisticated design

The camera has an iconic design and a thin, round, symmetrical shape for easy holding. It has a dual shutter system with two shutter buttons – one on the right and one on the left. The design of lens ring and around the ring that looks like water ripples not only makes the camera easy to hold but is also a great part of the design.