

instax instant film cameras enrich your lifestyle and
make sharing photos easy and fun
“instax mini 8” White / Black / Pink / Blue / Yellow

Singapore 30, November 2012- FUJIFILM (Singapore) Pte. Ltd. will launch “instax mini 8” from 1 December, 2012. “instax mini 8” is the latest product of the series of instax instant film cameras that offer credit card sized photo prints right after taking it. The camera will be available in five colors: white, black, pink, blue and yellow.

Since its introduction in 1998, the instax mini has become popular with its ease of use, fun style and image quality. Today, while the way people enjoy photography has been diversified by increasing popularity of digital cameras and smartphones combined with SNS websites or cloud services, people have once again come to recognize the fascination of instant film cameras for its feature of printing out photos at the site, to be shared with family and friends right after taking the shot. There are number of occasions to use instax cameras, such as weddings and parties, as well as everyday scenes and self portraits. The bright and soft look of instax photos is also a factor for its popularity among teenage girls and women in their early 20s, who are unfamiliar with analog printing. An increase of sales is observed in China and South Korea first, then it's also becoming popular in Southeast Asia including Singapore.

While carrying on the simple design and easy usability of the existing “instax mini 7S (hereinafter mini 7S)”, the new “instax mini 8” is even smaller than mini 7S in volume ratio by approximately 10%.

The “High-key” mode, an aperture of another 2/3 stop up, is newly added to the shooting function. Photos with a bright and soft look, preferred by female users, can easily be shot just by adjusting the dial to “High-key” mode.

“instax mini 8” is available in five colors; the basic colors as white and black, and pastel colors as pink, blue and yellow, which are popular among women.

Fujifilm will continue to help consumers enjoy photo life more by further expanding the popular instax series of instant cameras.



Specifications of “instax mini 8”

Film	Fujifilm Instant Color Film “instax mini”
Film size	86mm x 54mm
Picture size	62mm x 46mm
Lens	2 components, 2 elements, f-60mm, 1:12.7
Viewfinder	Real image finder, 0.37x, with target spot
Shooting range / focusing range	0.6m - ∞
Shutter release	1/60 sec.
Exposure control	Manual switching system (LED indicator in exposure meter)
Film feeding out	Automatic
Flash	Constant firing flash (Automatic light adjustment) Recycle time: 0.2 sec. To 6 sec. (when using new batteries) Effective flash lamp range: 0.6 – 2.7m
Power supply	Two LR6/AA-size 1.5V alkaline batteries Capacity: 10 film packs (Fujifilm research)
Auto power off time	5 min.
Others	Exposure counter (number of unexposed films), film pack confirmation window
Dimensions & weight	116mm × 118.3mm × 68.2mm / 307g (without batteries, strap and film pack)

*Specifications are subject to change without notice.

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