

NEW Instax Mini 70 designed for easy selfies, low-light shooting and Instant fun



Singapore, October 23, 2015 – Fujifilm Asia Pacific Pte. Ltd. is pleased to announce the new Instax Mini 70 that features an updated and sleek design, a special selfie mode and a high-performance flash that automatically calculates surrounding brightness and adjusts shutter speeds accordingly for amazing photos in an instant.

The easy and fun Instax Mini 70 offers exciting features and enhancements, including: an improved viewfinder for enhanced subject viewing; automatic exposure and flash functions for sharp pictures, a high-key mode that enables users to take brighter photos, and a smart selfie mode that automatically adjusts settings for perfect selfies using the front-facing selfie mirror. The Mini 70 also has a tripod mount for amazing up-close shots and clear landscape photos. With the Mini 70, users can count on beautiful, sharp images that are truly one-of-a-kind to instantly share with family and friends.

INSTAX Mini 70 photos can be passed around, viewed and shared right away anywhere, anytime. There are many ways and occasions to have fun with the INSTAX Mini 70, such as weddings, parties, while travelling, everyday scenes and selfies. Capture the fun and share the pictures immediately with family and friends. You can also use the photos for creative and decorating projects around the house or for your work desk.

Main features

1. Selfie



Selfie mode – Using selfie mode provides the appropriate brightness and shooting distance for self-portraits.



Selfie mirror – You can check your framing with the mirror next to the lens.

2. Automatic Exposure Control



The high-performance flash automatically calculates surrounding brightness and adjusts shutter speed accordingly – no need for any special settings.

Instax Mini 70 captures bright backgrounds as well as bright subjects even in dark scenes.

Specifications

Film	FUJIFILM instant color film 'instax mini' (sold separately)
Film size	86mm x 54mm
Picture size	62mm x 46mm
Lens	Retractable lens, 2 components, 2 elements, f = 60 mm, 1:12.7
Viewfinder	Real image finder, 0.37 x, with target spot
Focusing	Motor-driven 3-range switching (0.3 m - 0.6 m/0.6 m - 3 m/3 m and beyond), Macro Mode (0.3 m - 0.6 m), Normal Mode (0.6 m - 3 m), Landscape Mode (3 m and beyond)
Shutter release	Programmed electronic shutter release, 1/2 sec - 1/400 sec.
Exposure control	Automatic, Interlocking range (ISO 800) : LV 5 - LV 15.5, Exposure compensation (Hi-Key): +2/3 EV
Flash	Built-in, automatic electronic flash, Charging time: 0.2 sec - 7 sec (using a new battery), Flash charging indicator, Fill-in Flash Mode, Effective flash lamp range: 0.3 m - 2.7 m
Self-timer	Electronically controlled, approx 10 seconds delay, continuous shooting mode can be stopped mid-run
LCD display	Exposure counter (number of unexposed films), Shooting mode (Selfie, Macro, Landscape, Fill-in Flash, Hi-Key, Auto), Self-timer Mode (1 frame/2 frames continuous shooting)
Power supply	Two CR2/DL CR2 lithium batteries Capacity: Approximately 40 INSTAX mini 10-pack film packs with new CR2/DL CR2 lithium-ion batteries
Items included	Hand strap, strap ring, warranty document, User's Guide, 2 CR2 lithium-ion batteries
Dimensions & weight	113.7mm x 99.2mm x 53.2mm 281g (excluding the batteries, strap and film)

Recommended Retail Price (RRP):

Instax Mini 70 \$199

Available from:

The new Instax Mini 70 is available from 27 October 2015 in Canary Yellow, Moon White and Island Blue at selected Fujifilm authorized dealers.

For more information, please visit www.instax.com.sg.

Facebook: [facebook.com/fujifilminstaxsg](https://www.facebook.com/fujifilminstaxsg)

Instagram: [@fujifilminstaxsg](https://www.instagram.com/fujifilminstaxsg)

Get your Instax Mini 70 at these stores now!

1st Lot Express

Blk 168 Punggol Plaza #01-10, Singapore 820168

6315 2336

1st Mobile

310/320 Orchard Road, Techno Bay, Level 4, Tangs Plaza, Singapore 238864

6737 5500

A1 Best Digital Imaging Centre

Blk 501 Jurong West St.51 #01-261, Singapore 640501

6566 1160

ACC Color Centre

Blk 152 Serangoon North Ave 1, #01-302, Singapore 550152

6284 3764

ACC Color Centre

Blk 683 Hougang Ave 8, #01-915, Singapore 530683

6386 3693

Action City

200 Victoria Street , #03-23 Bugis Junction, Singapore 188024

6837 2723

Action City

6 Raffles Boulevard, #03-213/214 Marina Square, Singapore 039594

6333 4363

Action City

313 Orchard Road, 313 @ Somerset #03-04A, Singapore 238895

68847518

Action City

1 HarbourFront Walk. , #02-38 Vivo City, Singapore 098585

63769983

Alan Photo Trading

1 Rochor Canal Road #01-38 Sim Lim Square, Singapore 188504

6336 0922

Alan Photo Trading

109 North Bridge Road #02-07, Funan IT Mall, Singapore 179097

6883 0922

Bally Photo Electronics Pte Ltd

1 Rochor Canal Road #02-55 Sim Lim Square, Singapore 188504

6338 9752

Bally Photo Electronics Pte Ltd

109 North Bridge Road #02-03B, Funan IT Mall, Singapore 179097

6338 6965

Best Denki Singapore Pte Ltd

180 Kitchener Road. #08-01, City Square Mall. Singapore 208539.

Website : <http://go.bestdenki.com.sg>

6319 9922

Best Denki Singapore Pte Ltd

1 Kim Seng Promenade. #02-33B/D, Great World City. Singapore 237994

6732 8122

Best Denki Singapore Pte Ltd 391 Orchard Road. #05-01/04, Ngee Ann City Podium. Singapore 238872 6835 2855
Best Denki Singapore Pte Ltd 1 HarbourFront Walk. #02-07, Vivo City. Singapore 098585 6276 6636
Best Denki Singapore Pte Ltd 2 Tampines Central 5. #04-04/05, Century Square. Singapore 529509. 6784 6200
Best Denki Singapore Pte Ltd 80 Marine Parade Road. #02-33, Parkway Parade Complex. Singapore 449269 6440 4188
Best Denki Singapore Pte Ltd 9 Bishan Place. #03-02, Junction 8 Shopping Centre. Singapore 579837. 6258 8488
Best Denki Singapore Pte Ltd 1 Sengkang Square. #03-26, Compass Point. Singapore 545078. 6456 3922
Best Denki Singapore Pte Ltd 3155 Commonwealth Ave West. #04-46/49, The Clementi Mall. Singapore 129588 6659 9626
Best Denki Singapore Pte Ltd 2 Jurong East Street 21. #02-01/07, IMM Building. Singapore 609601 6564 4022
Cathay Photo Store Pte Ltd 111 North Bridge Road #01-12 Peninsula Plaza, Singapore 179098 6338 0451
Cathay Photo Store Pte Ltd 6 Raffles Boulevard, #02-215/216, Marina Square, Singapore 039594 6339 6188
Challenger Technologies Ltd 109 North Bridge Road #06-00, Funan DigiaLife Mall, Singapore 179097 6339 3008
Challenger Technologies Ltd 68 Orchard Road. #04-12/12A Plaza Singapura. Singapore 238839 6837 8797
Challenger Technologies Ltd 180 Kitchener Road, #B1-11A/12 City Square Mall, Singapore 142057 65091308
Challenger Technologies Ltd 200 Victoria Street , #03-10e Bugis Junction, Singapore 188024 6513 4770
Challenger Technologies Ltd 163 Tanglin Mall Road, #003-15 Tanglin Mall, Singapore 247933 6836 1576
Challenger Technologies Ltd 1 Kim Seng Promenade. , #02-22/24 Great World City. , Singapore 237994 6592 6770

<p>Challenger Technologies Ltd 1 HarbourFront Walk. , #02-34/35, Vivo City, Singapore 098585 6376 6100</p>
<p>Challenger Technologies Ltd 302 Tiong Bahru Road #03-19 Tiong Bahru Plaza, Singapore 168732 6376 5646</p>
<p>Challenger Technologies Ltd 3 Temasek Boulevard, #02-477 Suntec City Mall, Singapore 038983 6238 6280</p>
<p>Challenger Technologies Ltd 80 Marine Parade Road, #04-01 Parkway Parade, Singapore 449269 63425699</p>
<p>Challenger Technologies Ltd 112 East Coast Road, #03-01& #02-31 112 Katong, Singapore 428802 64472112</p>
<p>Challenger Technologies Ltd 799 New Upper Changi Road, #B1-05 Bedok Point, Singapore 467351 6446 7398</p>
<p>Challenger Technologies Ltd 10 Tampines Central 1, #04-22-25 Tampines 1, Singapore 529536 6260 6318</p>
<p>Challenger Technologies Ltd 4 Tampines Central 5, #04-06/07 Tampines Mall, Singapore 529510 6783 8748</p>
<p>Challenger Technologies Ltd 1 Pasir Ris Central St 3, #03-03 White Sands, Singapore 518457 6585 5188</p>
<p>Challenger Technologies Ltd 5 Changi Business Park Central 1, #01-56-59 Changi City Point, Singapore 486038 6636 2302</p>
<p>Challenger Technologies Ltd 3 Simei Street, #B1-08 Eastpoint Mall, Singapore 528833 6702 0018</p>
<p>Challenger Technologies Ltd 9 Bishan Place. #04-03A, Junction 8 Shopping Centre. Singapore 579837 6734 2270</p>
<p>Challenger Technologies Ltd 53 Ang Mo Kio Avenue 3, AMK Hub #02-10-14, #02-59-64 AMK Hub, Singapore 569933 6555 8138</p>
<p>Challenger Technologies Ltd 930 Yishun Avenue 2 #03-12-15 Northpoint, Singapore 769098 6853 8300</p>
<p>Challenger Technologies Ltd No 1 Woodland Square #04-07 Causeway Point, Singapore 738099 68938721</p>
<p>Challenger Technologies Ltd 301 Upper Thomson Road, #03-28/29 Thomson Plaza, Singapore 574408 6457 3219</p>

<p>Challenger Technologies Ltd 90 Hougang Avenue 10 #04-15 Hougang Mall, Singapore 536766 64880123</p>
<p>Challenger Technologies Ltd 23 Serangoon Central, #04-33 Nex , Singapore 556083 6634 6478</p>
<p>Challenger Technologies Ltd 30 Sembawang Road, #02-06 Sun Plaza, Singapore 757713 6481 2862</p>
<p>Challenger Technologies Ltd Sengkang West Avenue #03-24, The Seletar Mall Singapore 797653 6702 2923</p>
<p>Challenger Technologies Ltd 3155 Commonwealth Ave West., #04-56-60 The Clementi Mall, Singapore 129588 6570 5766</p>
<p>Challenger Technologies Ltd 2 Jurong East Street 21. #02-23/23A, IMM Building. Singapore 609601 6426 9123</p>
<p>Challenger Technologies Ltd 50 Jurong Gateway, #04-01 JEM, Singapore 608549 6837 8797</p>
<p>Challenger Technologies Ltd 3 Gateway Drive, #03-33 Westgate, Singapore 608532 6465 9370</p>
<p>Challenger Technologies Ltd 1 Jurong West Central 1, #02-11 Jcube, Singapore 609731 6592 5376</p>
<p>Challenger Technologies Ltd 63 Jurong West Central 3 , #B1-94-96 Jurong Point Shopping Centre, Singapore 648331 6793 7122</p>
<p>Challenger Technologies Ltd Bt Batok Central Link, #01-31 West Mall, Singapore 658713 6861 1971</p>
<p>Challenger Technologies Ltd 21 Choa Chu Kang Ave 4,#03-05-08A Lot 1 Shoppers Mall, Singapore 689812 6894 5868</p>
<p>Challenger Technologies Ltd 21 Choa Chu Kang North 6, #B1-12/13 YeeTee Point, Singapore 689578 6465 8872</p>
<p>Challenger Technologies Ltd 1 Jelebu Road #02-43/44 Bukit Panjang Shopping Centre , Singapore 677743 6314 0414</p>
<p>Click 1 HarbourFront Walk. , #B2-05, Vivo City, Singapore 098585 6272 3953</p>
<p>Click 1 Maritime Square, #02-114 HarbourFront Centre, Singapore 099253 6271 6372</p>

<p>Click 460 Alexandra Road, #02-09A ARC, Singapore 119963 6273 7605</p>
<p>Click 1 Kim Seng Promenade. , #B1-15A Great World City. , Singapore 237994 6734 2993</p>
<p>Courts 228 Orchard Road,Orchard OG Building,Singapore 238853 6836 4914</p>
<p>Courts 4 Tampines Central 5,#03-25 Tampines Mall,Singapore 529510 6788 8027</p>
<p>Courts Blk 730 Ang Mo Kio Ave 6,Singapore 560730 6453 3772</p>
<p>Courts 1 Woodlands Square,#04-19/20,Causeway Point,Singapore 738099 6894 8030</p>
<p>Courts 23 Serangoon Central,#02-49/50 Nex,Singapore 556083 6634 4667</p>
<p>Courts 205 Upper Bukit Timah Road,#01-01/02,Singapore 588181 6463 7903</p>
<p>Courts 451 Clementi Ave 3,#01-209,Singapore 120451 6778 2195</p>
<p>Courts 1 Jurong West Central 2,#02-05/10 Jurong Point,Singapore 648886 6793 5676</p>
<p>Courts 21 Choa Chu Kang Ave 4,#03-01/01A/01B Lot.1,Singapore 689812 6760 0082</p>
<p>Courts 50 Jurong Gateway Road,#04-30/31/32,Singapore 608549 6734 8101</p>
<p>Courts 3 Gateway Drive Road,#03-44/45,Singapore 608532 6465 9070</p>
<p>Courts The Star Vista, 1 Vista Exchange Green,#01-14/15/16,Singapore 138617 6694 2363</p>
<p>Da Vinci Picture 11 Canberra Road, #01-06 Sembawang MRT Station, Singapore 759775 6756 6630</p>
<p>Digifoto Xpress 101 Thomson Road, #01-K6 United Square, Singapore 307591 6253 3397</p>

<p>Digital Universe Pte Ltd Blk 548 Woodlands Drive 44 #02-09, Singapore 730548 6894 6533</p>
<p>Eastern Art Photo Store 1North Bridge Road #03-10 High Street Centre, Singapore 179074 6222 8213</p>
<p>E-Life Enterprise 930 Yishun Ave 2 #B1-31 North Point, Singapore 769098 6755 2030</p>
<p>Fancy Photo 1 Jalan Anak Bukit #01-K32, Bukit Timah Plaza, Singapore 588996 6467 0965</p>
<p>Foto Express 311 New Upper Changi Road, #B2-59C Bedok Mall, Singapore 467360 6844 9644</p>
<p>Foto Express 301 Upper Thomson Road, #01-11 Thomson Plaza, Singapore 574408 6454 4233</p>
<p>Foto Express 53 Ang Mo Kio Avenue 3, AMK Hub #B2#8 AMK Hub (Inside NTUC), Singapore 569933 6853 5525</p>
<p>Foto Express Blk 205 Hougang Street 12, Kovan, Heartland Mall, Singapore 530205 6286 5515</p>
<p>Foto Express 3155 Commonwealth Ave West., #04-K6, The Clementi Mall, Singapore 129588 6560 5600</p>
<p>Foto Express 50 Jurong Gateway, #B1-14 JEM, Singapore 608549 6840 3084</p>
<p>Foto Hub No. 7 Gambas Crescent, #03-16, Ark @ Gambas Singapore 757087 6397 5680</p>
<p>Foto Hub 1 Raffles Place #04-46 One Raffles Place Shopping Podium, Singapore 048616 6533 0433</p>
<p>Foto Hub Nex #B2-14,23 Serangoon Central, Singapore 556083 6634 2303</p>
<p>Foto Hub 63 Jurong West Central 3,#03-125 Jurong Point Singapore 648331 6793 5935</p>
<p>FotoHub Tampines Mall #B1-24,4 Tampines central 5 Singapore 529510 6782 2761</p>
<p>Harvey Norman 90 Hougang Ave10 #02-13/15 Hougang Mall, Singapore 536766 6488 2305</p>

Harvey Norman No 9 Raffles Boulevard #02-57-62 Millenia Walk, Singapore 039596 6311 9988
Harvey Norman No.1 Stadium Place #02-09 National Stadium,Kallang Wave Mall,Singapore 397628 6702 5171
Harvey Norman Square 2 10 Sinaran Drive B1-06 to 75, Singapore 307506 6397 6190
Harvey Norman 109 North Bridge Road #B1-01 Funan Centre, Singapore 170097 6334 5432
Harvey Norman 80 Marine Parade Road #02-34/36 Parkway Parade, Singapore 449269 6346 4705
Harvey Norman 799, New upper Changi Road, Bedok Point #B1-01/02 Singapore 467351 6446 7218
Harvey Norman 930 Yishun Ave 2 #B2-27/30/31 North Point Shopping Centre, Singapore 769098 6757 7695
Harvey Norman No.5 Ang Mo Kio Central #02-01/02 Djitsun Mall, Singapore 569663 6554 5630
Harvey Norman Jurong Point #03-37 Jurong Point Shopping Centre, Singapore 648886 6795 2135
Harvey Norman 1 Jelebu Road #03-06 Bukit Panjang Shopping Centre, Singapore 677743 6767 1500
Harvey Norman 1 Bukit Batok Central Link #03-06/09 Westmall, Singapore 658713 6794 2812
Harvey Norman 252 North Bridge Road #03-22/25 Raffles Shopping Centre, Singapore 179103 6339 6777
Harvey Norman No.9 Tampines Mart #02-01 Tampines St 32, Singapore 529286 6789 3818
Harvey Norman 90 Hougang Avenue 10 #02-13/15 Hougang Mall, Singapore 536766 6488 2305
Impress Color Centre Blk 960 Jurong West St 92 #01-180, Singapore 640960 6791 8020
Ishida Marketing 304 Orchard Plaza #B1-89 Lucky Plaza, Singapore 238863 6733 6689

<p>Jim Col Enterprise 304 Orchard Road #B1-12 Lucky Plaza, Singapore 238859 6238 6641</p>
<p>Konota Dept Store 111 North Bridge Road, #01-26 Peninsula Plaza, Singapore 179098 6333 4492</p>
<p>LUMEN by Alan Photo 1 Bayfront Ave, #B2-245 The Shoppes at Marina bay Sands, Singapore 018972 6688 7478</p>
<p>M S Color Service 53 Ang Mo Kio Avenue 3, AMK Hub #02-24, S(569933). 6452 2828</p>
<p>M S Color Service Block 711 Ang Mo Kio Avenue 8 #01-3501C, Singapore 560711 6457 6380</p>
<p>Mach Photo 180 Kitchener Road, #B2-20 City Square Mall, Singapore 142057 6474 7192</p>
<p>Mach Photo 304 Orchard Road #B1-67 Lucky Plaza, Singapore 238863 6733 3966</p>
<p>Mach Photo 1 Hougang St 91, #01-05 Hougang 1, Singapore 538692 6388 4969</p>
<p>Mach Photo 1 Jurong West Central 2, #B1-29 Jurong Point, Singapore 648886 6862 9161</p>
<p>Mach Photo 21 Choa Chu Kang Ave 4,#B1-08 Lot 1 Shoppers Mall, Singapore 689812 6892 1454</p>
<p>Mach Photo 3151 Commonwealth Ave West, #01-21 City Vibe, Singapore 129581 6774 1596</p>
<p>Max Photo 1 Woodlands Square,#03-28/29 Causeway Point ,Singapore 738099 6893 9363</p>
<p>Max Photo Pte Ltd (Click) 109 North Bridge Road #04-15 Funan Digital Mall Singapore 238843 6226 7226</p>
<p>Mohamed Mustafa & Samsuddi 320 Serangoon Road #01-35/38 Serangoon Plaza, Singapore 218108 6295 5855</p>
<p>Paradise Digital Lab & Trading Blk 762 Jurong West Street 75, #01-318 Gek Poh Shopping Centre, Singapore 640762 6792 1721</p>
<p>Parisik Electronics & Computers Pte Ltd 7 Transit Road, Singapore 778884 6452 1593</p>

Parisilk Electronics & Computers Pte Ltd 15A Lorong Liput Holland Village, Singapore 277730 6466 6002
Parisilk Electronics & Computers Pte Ltd 46 East Coast Road, #01-01 Eastgate, Singapore 428766 6344 9937
Photo Press No 1 Woodland Square #B1-44 Causeway Point, Singapore 738099 6893 2265
Quicksnap Photo Ctr 177 River Valley Road #B1-50 Liang Court Basement 1, Singapore 179030 6339 0310
Royal Cameras Audio 14 Scotts Road, #02-85 Far East Plaza, Singapore 228213 6732 9985
Shalom Colorlab Blk 231 Bain Street, #01-77 Bras Basah Complex, Singapore 180231 6338 1032
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SLR REVO 109 North Bridge Road #04-22, Funan IT Mall, Singapore 179097 6336 2416
Song Brothers Marketing 1 Rochor Canal Road #01-59 Sim Lim Square, Singapore 188504 6336 8522
Song Brothers Marketing 109 North Bridge Road #02-42/43, Funan IT Mall, Singapore 179097 6333 0298
Soo Kee 24 Raffles Place, #01-02 Clifford Centre, Singapore 048621 6535 7929
Soo Kee 68 Orchard Road, #B2-41 Plaza Singapura, Singapore 238839 6338 1366
Southern Cross Pte Ltd 304 Orchard Road #06-03 Lucky Plaza, Singapore 238863 6235 0854
Standard Photo P/L 302 Tiong Bahru Road #B1-07 Tiong Bahru Plaza, Singapore 168732 6276 5644
Standard Photo P/L No.9 Bishan Place, #B1-03/03A Junction 8 Shopping Centre, Singapore 579837 6353 5071
Standard Photo P/L 1 Park Road, #01-26 People Park Complex, Singapore 059108 6535 4190

Standard Photo P/L No.1 Pasir Ris Central St 3 #B1-12 White Sands, Singapore 518457 6585 1473
Standard Photo P/L No.1 Sengkang Square, #B1-21 Compass Point, Singapore 545078 6489 7641
Standard Photo P/L No.1 Woodlands Square #01-13, Causeway Point, Singapore 738099 6893 2267
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