

New era. New instax.

# instax<sup>™</sup> mini liplay

# FUJIFILM



**Live life & Play**  
Live your life, have fun and play.

## Capture more than just an image.

Convert recorded sounds into a QR code and add it your photo. Scan the QR code with your smartphone to replay the sound and relive the moment.

### IMAGE CAPTURE.

Use the display screen to capture an image.

### SELECT & PRINT

Pick and print — it's that easy.

After the launches of the INSTAX SQUARE SQ10 and the INSTAX SQUARE SQ20, we are pleased to announce that FUJIFILM Corporation has expanded its hybrid technology to the INSTAX Mini Series. INSTAX Mini LiPlay is the first hybrid instant camera within the INSTAX Mini lineup, combining instant print and digital technologies. The INSTAX Mini LiPlay camera has some new and attractive features never before seen in the INSTAX Mini camera lineup. It is available in three colors: Elegant Black, Blush Gold and Stone White.

### Specifications

#### Instax Mini LiPlay

- Smallest INSTAX camera model in the INSTAX series
- Users can download an app to use with LiPlay, preview images before printing and edit their images using "Snapchat-like" filters and frames
- Can be used as a smartphone printer in which users can print photos from their phone
- Users can record sound with their images, convert the sound to QR code and print the QR code on their image. Sound is played when the QR code is scanned with a smartphone.
- Can be controlled with a smartphone for remote shooting of images.

Item#	Description	UPC	Anticipated MSRP
AFU31760	instax <sup>®</sup> Hybrid Mini LiPlay Stone White	074101040708	\$159.95
AFU31813	instax <sup>®</sup> Hybrid Mini LiPlay Elegant Black	074101040692	\$159.95
AFU31851	instax <sup>®</sup> Hybrid Mini LiPlay Blush Gold	074101040685	\$159.95

Not responsible for typographical errors.