

REAL
INSTANT
PHOTOS

SIMPLE
EASY
OPERATION

CLASSIC
NOSTALGIC
LOOK

PURE
FUN
EVERYTIME



FILM DEVELOPS INSTANTLY

- Capture every moment
- Photos print within seconds
- Watch it develop before your eyes



COMPACT AND STYLISH

- Lightweight and portable
- Variety of styles and colours
- Express yourself with specialty films



QUALITY PRINTS

- Superb grain quality
- Ensures vibrant colours
- Hi-Speed ISO 800



VARIETY OF FORMATS

- Mini, Square, and Wide format
- Cameras for spontaneous moments
- Printers for memories



EASY TO USE

- Point & Shoot cameras
- Simple automatic controls
- No fuss film loading



ENDLESS FUN

- Share with friends
- Create scrapbooks
- Redecorate your space



ANALOG

Take one-of-a-kind instant photos in Mini, Square, and Wide prints. There is sure to be a camera that suits your style so that you can get straight to capturing and printing out your most memorable moments.

PRINTERS

These compact-and-convenient devices allow you to print your favorite pics directly from your smartphone or tablet. They also offer additional creative tools through their apps so that you can deck your print out with your own personal flair.

HYBRID

The best of both worlds. The Mini Evo and Mini LiPlay combine analog and digital camera into one, allowing you to snap, store, and print your images in one place.









DIGITAL

Take it everywhere so you never miss a photo op! After you take your picture, it's automatically sent to the app as a digital INSTAX image! Connect to an INSTAX Link series Smartphone Printer or an INSTAX mini LiPlay™ or INSTAX mini Evo™ to print your photo!


INSTAX APPS

Expand your creativity with the instax apps before printing them by adding frames, colour corrections to your photos and more! The app even allows you to shoot directly from your iOS/Android device. Compatible with select instax products.


SPECIFICATIONS

Model Name												
	MINI 12	MINI 40	MINI 99	SQ1	SQ40	WIDE 400	LIPLAY	MINI EVO	MINI LINK 3	SQUARE LINK	LINK WIDE	PAL
Film Size	MINI	MINI	MINI	SQUARE	SQUARE	WIDE	MINI	MINI	MINI	SQUARE	WIDE	MINI/SQUARE/WIDE
Type	ANALOG CAMERA	ANALOG CAMERA	ANALOG CAMERA	ANALOG CAMERA	ANALOG CAMERA	ANALOG CAMERA	DIGITAL CAMERA / PRINTER	DIGITAL CAMERA / PRINTER	SMARTPHONE PRINTER	SMARTPHONE PRINTER	SMARTPHONE PRINTER	DIGITAL / MICROSD
Auto Exposure	✓	✓	✓	✓	✓	✓	✓	✓				✓
Selfie mode	✓	✓	✓	✓	✓	✓	✓	✓				
Self timer			✓			✓	✓	✓				✓ (IN-APP)
Selfie mirror	✓	✓		✓	✓	✓	✓	✓				
LCD Screen							✓	✓				
Wireless printing							Bluetooth®	Bluetooth®	Bluetooth®	Bluetooth®	Bluetooth®	In App / Liveview
Reprint									✓	✓	✓	✓ (IN-APP)
Colour Options	LILAC PURPLE, PASTEL BLUE, BLOSSOM PINK, CLAY WHITE, MINT GREEN	BLACK	BLACK	TERRACOTTA ORANGE, CHALK WHITE, GLACIER BLUE	BLACK	SAGE GREEN	MATCHA GREEN, MISTY WHITE, DEEP BRONZE	BLACK, LIGHT BROWN	CLAY WHITE, SPACE BLUE, SOFT PINK	ASH WHITE, MIDNIGHT GREEN	ASH WHITE, MOCHA GREY	PISTACHIO GREEN, MILKY WHITE, LAVENDER BLUE, POWDER PINK
Battery	2X AA	2X AA	LI-ION	2X CR2	2X CR2	4X AA	BUILT-IN	BUILT-IN	BUILT-IN	BUILT-IN	BUILT-IN	BUILT-IN
Others	AUTOMATIC EXPOSURE CONTROL, CONSTANT FIRING FLASH FOR AUTOMATIC LIGHT ADJUSTMENT	AUTOMATIC EXPOSURE CONTROL, CONSTANT FIRING FLASH FOR AUTOMATIC LIGHT ADJUSTMENT, RETRO LOOK	AUTOMATIC EXPOSURE, BULB MODE, DOUBLE EXPOSURE MODE, INDOOR MODE, SPORTS MODE, COLOR EFFECT DIAL, BRIGHTNESS CONTROL DIAL, MANUAL VIGNETTE SWITCH, AUTOMATIC FLASH	AUTOMATIC EXPOSURE, CONSTANT FIRING FLASH FOR AUTOMATIC LIGHT ADJUSTMENT	AUTOMATIC EXPOSURE, CONSTANT FIRING FLASH FOR AUTOMATIC LIGHT ADJUSTMENT, RETRO LOOK	AUTOMATIC EXPOSURE, CLOSE-UP ADAPTER, SELF-TIMER	DIGITAL AND INSTANT CAMERA, AUTOMATIC EXPOSURE, FRAMES & FILTERS, CUSTOM FRAMES, SOUND RECORDING, SUPPORT MICRO SD CARD,	DIGITAL AND INSTANT CAMERA, 10 LENS EFFECTS, 10 FILM EFFECTS, TOTAL OF 100 EFFECTS BY MULTIPLYING ABOVE, SUPPORT MICRO SD CARD, RETRO LOOK	INSTAX AIR STUDIO, VIDEO FRAME PRINT, SIMPLE PRINT, DESIGNED FOCUS, INSTAX MINI LINK APP	AR PRINT MODES, SIMPLE PRINT, VIDEO FRAME PRINT, FRAME PRINTS (STICKERS, COLLAGES, ETC), INSTAX CONNECT, DESIGNED FOCUS, COLOUR MODES, SKETCH, EDIT AND PRINT, LINK SQUARE APP	MULTI-PRINT, VIDEO FRAME PRINT, OR CODE MODES, CUSTOMIZE YOUR PRINTS, DESIGNED FOCUS, LINK WIDE APP	AUTOMATIC EXPOSURE, CUSTOMIZABLE SHUTTER SOUNDS, INTERVAL SHOOTING, COMPATIBLE WITH ALL LINK PRINTERS, ABILITY TO TRANSFER DIGITAL IMAGES TO SMART PHONE


FILM & ACCESSORIES




MINI 12 CAMERA CASE
MSRP: \$24.99




MINI ALBUMS
MSRP: \$17.99



SQUARE ALBUM BLACK
MSRP: \$17.99



INSTAX SQUARE SQ40 CASE
MSRP: \$29.99



INSTAX WIDE 400 CASE
MSRP: \$29.99

