

Simulated image.
Develops in
approximately
90 seconds.
Final image size
is 2" x 3"



fill your
world
with joy™

instax mini 12™
Instant Camera

- Bright Images with Automatic Exposure
- Perfect for Close-Up Shots



Simulated
images.

INSTAX MINI
instant film
sold separately.

don't just take, give.™

instax mini 12™

Instant Camera

Simulated image. Develops
in approximately 90 seconds.
Final image size is 2" x 3"

01

Take bright INSTAX photos, no matter where or when!

Shutter speed, flash brightness and other settings
automatically adjust to ambient light, so you
can take the perfect INSTAX photo with ease.



Produces
natural-looking
INSTAX MINI photos
with bright
backgrounds

02

Easy to use for the perfect close-up!

Twist the lens to turn on, twist again for Close-up
mode... simple! This mode is ideal for distances
of 11.8 in (0.3 m) to 19.7 in (0.5 m).

Print the object right in the center



Close-up mode OFF



Close-up mode ON

When you use
Close-up mode, the
object will be right
in the center of your
INSTAX photo.



03

Take incredible selfies!

Use the selfie mirror to line up your shot.
Flash adjusts automatically, even in Close-up
mode! Get just the right amount of light
without overexposing your INSTAX photo.

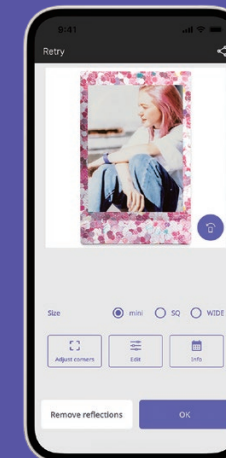


Have even more fun with the INSTAX UP!™ Smartphone App

Easily store your INSTAX photos
digitally in one place to share them
with your friends!

Scan

Scan your INSTAX
photo using
your Smartphone.



Collect & Share

Create your own
collection to
share online!



Simulated depictions of downloaded INSTAX UP!
App on user's Smartphone (not included)



Download on the
App Store



GET IT ON
Google Play

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and other countries and regions. App Store is a service mark of Apple Inc.
* Google Play and the Google Play logo are trademarks of Google LLC.

COLOR LINEUP



LILAC PURPLE BLOSSOM PINK MINT GREEN CLAY WHITE PASTEL BLUE

APPLICABLE INSTANT FILM (sold separately)

instax mini™
Instant Film



INSTAX MINI 12 Instant Camera uses all INSTAX MINI instant film varieties such as the INSTAX MINI Film Twin Pack (20 exposures) and INSTAX MINI Heart Sketch Film (10 exposures)

INSTAX ACCESSORIES (sold separately)

**INSTAX MINI 12
Camera Case**

Colors:
[Color swatches]



**INSTAX MINI
Photo Album**

Colors:
[Color swatches]



instaxus.com

FUJIFILM
FUJIFILM Corporation



SCAN HERE for more
INSTAX MINI 12
product information

SPECIFICATIONS

Film used	FUJIFILM INSTAX MINI instant print film (sold separately)
Image Size	2.44 in x 1.81 in / 62 mm x 46 mm
Lens	2 components, 2 elements, f = 60mm, 1:12.7
Viewfinder	Real image finder, 0.37x, with target spot Features parallax correction function for Close-Up Mode
Shooting Range	11.8 in (0.3 m) and beyond (use Close-Up Mode for 11.8 in (0.3 m) to 19.7 in (0.5 m))
Shutter	Programmed electronic shutter 1/2 to 1/250 sec. Slow synchro for low light
Exposure Control	Automatic, Lv 5.0 to 14.5 (ISO 800)
Film Ejection	Automatic
Film Developing Time	Approx. 90 seconds (varies depending on the ambient temperature)
Flash	Constant firing flash (automatic light adjustment), recycle time: 7 seconds or less (when using new batteries), effective flash range: 11.8 in (0.3 m) to 7.2 ft (2.2 m)
Power Supply	Two AA-size alkaline batteries (LR6), capacity: approx. 10 INSTAX MINI instant film packs of 10 exposures each per set of new batteries (depends on usage conditions) * The supplied batteries are for initial use. When they run out, replace them with new ones (Two AA-size alkaline batteries LR6). The performance of alkaline batteries varies depending on the brand. * Manganese batteries are not compatible.
Auto Power Off Time	After 5 minutes
Other	Includes film counter and film pack confirmation window
Dimensions	4.09 in x 2.62 in 4.80 in / 104 mm x 66.6 mm x 122 mm
Weight	0.67 lbs / 306 g (without batteries and instant film loaded, and without strap attached)

The above specifications are subject to change for performance improvement. The INSTAX prints depicted constitute simulated images. Due to the nature of the brochure's printing, colors may appear slightly different from the actual products.

FUJIFILM SAP Material Code	Description	Unit UPC Code	Case UPC Code
16806250	INSTAX MINI 12 BLOSSOM PINK PH EX D US	074101208207	10074101208204
16806248	INSTAX MINI 12 PASTEL BLUE PH EX D US	074101208214	10074101208211
16806262	INSTAX MINI 12 MINT GREEN PH EX D US	074101208221	10074101208228
16806274	INSTAX MINI 12 CLAY WHITE PH EX D US	074101208153	10074101208150
16806286	INSTAX MINI 12 LILAC PURPLE PH EX D US	074101208160	10074101208167

Unit Dims	Unit Weight	Case Dims	Case Weight
4.84" x 3.39" x 5.59" (L x W x H)	1.08 lbs	17.48" x 10.08" x 7.52" (L x W x H)	12.13 lbs

Min. Order Qty	COO
10	Philippines