



Brands Australia Pty. Ltd.
23 Encore Avenue
Somerton Victoria 3062

MiNT

Brands Australia announcement: MiNT InstantFlex TL70 2.0 is now available with marked developments on the InstantFlex TL70

Since InstantFlex TL70 was launched in March 2015, MiNT discovered there was still room for improvements. So they visited the old Rolleiflex factory in Germany and were stunned and inspired.

Melbourne, Australia, January 9th, 2017 – Brands Australia now offers the latest addition from MiNT to instant photography – the InstantFlex TL70 2.0. The InstantFlex TL70 2.0 is now available at www.polaroid.com.au and boasts a range of stunning new features.



Fresnel Anti-glare Coated Viewfinder

After paying a visit to the old Rolleiflex factory in Germany, they were kind enough to share some of their secrets of making a TLR. Inspired and learned from Rolleiflex experienced technicians, MiNT was able to upgrade the viewfinder. The new Fresnel anti-glare coated viewfinder is 5 times brighter than the original one!

Larger Magnifier

A larger magnifier is another significant improvement. The 2.0 magnifier is 32% larger and much clearer. The InstantFlex TL70 2.0 can achieve quicker and more accurate focusing even under dim light conditions. Shutter and aperture issues have been resolved in 2.0, making every shot extremely smooth and accurate. This significantly improves the user experience.



Brands Australia Pty. Ltd.
23 Encore Avenue
Somerton Victoria 3062

MiNT

Features

- The all new Fresnel anti-glare coated viewfinder is as bright as the legendary Rolleiflex TLR
- 3 element lens are used to maximize light transmission and improve image quality
- 5 leaf shutter hands you complete control over your aperture for a greater range of creative expressions
- Close up shots up to as close as 48cm
- 30% slimmer than traditional twin lens cameras because of the simplified knobs and buttons
- The world's only Twin Lens Reflex (TLR) camera with a built -in flash. It can also be switched off at the press of a button
- Uses instant mini film 54 (w) x 86 (h) mm, which fits perfectly in your pocket
- Wide aperture range with the largest f/5.6 among all instant camera, and f/bokeh for creative photos
- B Mode keeps the shutter open for long exposures, to create mesmerizing night shots and light painting
- Changeable shutter speed by one full stop using the EV +/-

Accessories

Apart from the InstantFlex TL70 2.0 camera, MiNT also designed a Lens Set specifically for TL70 to maximise its full potential. The TL70 Lens Set includes 3 Neutral Density filters (ND2, ND4, ND8), a close-up lens, and a lens hood.



Features

- Neutral Density Filters (ND2, ND4, ND8) reduce chances of overexposure especially under broad daylight
- Use larger aperture and get shallow depth-of-field even with ISO 800 film
- Close-up Lens, get as close as 18 cm now (original is 48cm)
- Lens Hood prevents flare from going inside the lenses and protects the lenses



Brands Australia Pty. Ltd.
23 Encore Avenue
Somerton Victoria 3062

MiNT

Lens Hood



Close Up



ND Filters



Offered by Brands Australia, the MiNT InstantFlex TL70 2.0 camera is now available at a dealer price of \$447.24 ex. GST and is featured at www.polaroid.com.au for RRP \$599.95. The TL70 Lens Set is available at a dealer price of \$131.33 ex. GST with an RRP of \$169.95.

About MiNT

MiNT Camera is derived from the word 'Mint Condition' which is an expression used to describe pre-owned goods having excellent, almost new quality. 'Photography is a bridge between science and art'. MiNT believes photography can bring inspiration to people's everyday lives. MiNT introduces refreshing elements out of the traditional Polaroid shooting experience and aim at enhancing the value of its heritage. Through continuous innovative development, diligent research, and imaginative engineering, we strive to bring instant photography towards a new era

About Brands Australia

From nostalgic instant cameras and corporate event imaging packages to passport photo business solutions and commercial printers, we invite consumers, retailers and commercial partners to look, touch, feel, and to experience the chemistry between art and ambition, science and sensuality, engineering and enjoyment. Each of the brands that Brands Australia handles receives the total focus of a dedicated sales and marketing team. Our consumer insights ensure our brands remain keenly positioned in their respective markets and the potency of our marketing communications continue to stir passions for the best in form as well as function.

###

Contact:

Marketing Team

Ph: 1300 728 606

marketing@brandsaustralia.com