

The World's First One-Time-Use Recyclable Camera

Registration No.	Number 00153		
Registration Date	September 2, 2014	Registration Category	Category 1

Name (Model, etc.)	FUJICOLOR QUICK SNAP
Location	Minato City, Tokyo Metropolis
	FUJIFILM Corporation
Owner (Custodian)	FUJIFILM Corporation
Manufacturer (Company)	Fuji Photo Film Co., Ltd.
Year Manufactured	1986
Year first appeared	1986
Reason For Selection	The world's first one-time-use recyclable camera, put on the market in July 1986. No simple camera, it was developed from the idea of having a film that could take pictures. Previously, photography required expensive cameras; it was not something that could be readily enjoyed by everyone. The emergence of this product made it commonplace for adults and even children to take photographs and immediately broadens the horizons of photographic culture. Developing this product required packing in huge amounts of innovative technology for the time: it used the 110 film cartridge that was already on the market, the shutter, lens and winding mechanism were highly simplified; it brought in a cheap yet highly efficient plastic lens and adopted a flexible plastic for the body. The one-time-use camera underwent a number of changes, such as switching to 135 film and introducing a simple strobe mechanism and simple AE mechanism. It went on to become a major hit Japanese product, with 1.7 billion sold around the world to date. Environmental conservation was also incorporated into the product design and it could be recycled and reused. Even now, when it has been replaced by the digital camera, it has the advantage of being cheap, light and easy to operate and there is still a high demand for it for school excursions or swimming trips to the ocean.
Registration Standard	1 - A(Show an important aspect or stage of the development of science and technology.) , 2 - A(Played a notable role in improving people's way of life and creating new ways of living.)

Open/Closed to Public	Open to Public
Photo	
Other useful information	