FOR IMMEDIATE RELEASE
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Aura Lab

Aura Lab Unveils the Aura 35 Minilab, a Lab-Grade 35mm Scanner for Labs in Hong Kong & Macau

A modern scanner built to last. The Aura 35 Minilab carries forward Aura Lab's mission to keep film photography thriving - bringing the full Aura 35 standard of image quality to labs of every size, arriving in Hong Kong and Macau through mapsnap this September.



Image: the Aura 35 Minilab. Credit: Aura Lab. High-resolution images available in the media kit.

LEAD

PARIS, 24 July 2026

French manufacturer Aura Lab announces the Aura 35 Minilab, a professional 35mm film scanner, coming to Hong Kong and Macau in September 2026. The announcement comes eighteen months after the launch of the company's first scanner, the Aura 35 Pro, now distributed in ten markets across Europe and Asia-Pacific.
The new model comes at a time when labs are facing an ageing, increasingly unsupported installed base of equipment, scarce replacement parts, amid a steady resurgence of analogue film - a combination leaving many operations without a reliable path to keep scanning.

> EXECUTIVE QUOTE
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> "When we started this project, I saw so many labs living with a knot in their stomach, worried their scanner might give out - no warranties, spare parts getting scarce. With the Aura 35 Minilab, we are bringing that peace of mind within reach of more labs, with the same quality as the Aura 35 Pro."
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> - Maximilien Steinberg, CEO, Aura Lab

PRODUCT & RANGE

The Aura 35 Minilab shares the exact same acquisition components - sensor and optics - the same scanning philosophy, and the same commitment to image fidelity as the Aura 35 Pro. Same rendering, no compromise.
For labs whose priority is speed and efficiency, the Aura 35 Pro - already available in the UK - delivers roughly triple the scanning speed. Enough to absorb higher volume, or to free up time to streamline daily operations and workflow.
The whole Aura 35 range ships with its modern software, Aura Editor, which lets you approach scanning with a workflow rethought to be simple, effective and efficient.
Two machines, one standard of quality. So every lab can choose the Aura 35 that suits it - never a compromise on the image.

> CUSTOMER QUOTE
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> "The quality of scans and the speed of the scanner are a huge help when dealing with large workloads in a busy lab environment. Frame detection is far more accurate, requiring less user intervention. In short, a solid step up from the ageing generation of lab scanners still in use."
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> - Take It Easy Lab, United Kingdom, Aura 35 Pro customer

KEY STRENGTHS

Built to last Made in France, with high-quality standard parts for easy servicing.	**Fast scanning** Up to 1500 frames/hour at 1000×1500px - workflow optimised for quick turnaround.	**Aura Editor** Dedicated software on Windows 11, regular free updates.	**Anti-dust system** Patent-pending, cleaner scans.

Patent-pending.



Image: the Aura 35 Minilab, technical views. Credit: Aura Lab.

AVAILABILITY & DISTRIBUTION

In Hong Kong and Macau, Aura Lab products are distributed by mapsnap. The Aura 35 Pro is available now; the Aura 35 Minilab will join the lineup in September 2026.

> Labs in Hong Kong and Macau can request a demonstration and pricing through mapsnap at myhui@map-snap.com

About Aura Lab

Aura Lab is a team of engineers based in Paris, on a mission to help sustain the analogue photography industry by building dedicated, well-made tools for film labs. Its scanners are distributed in ten markets across Europe and Asia-Pacific. The current lineup includes the Aura 35 Minilab, a professional 35mm film scanner, and the Aura 35 Pro, a faster model built for speed and efficiency.

About mapsnap

mapsnap is the distributor of Aura Lab products in Hong Kong and Macau, serving film labs and analogue photography professionals across both markets.

PRESS CONTACT

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