



## ***Polaroid Showcases New VR, Smartphones and TVs for the Latin American Market at CES 2017***

**Las Vegas – January 5, 2017** – At CES 2017, *Polaroid* will showcase the latest virtual reality headsets, smartphones and TVs available exclusively in Latin America. Created with the goal of accessibility for all consumers, these new technologies are available from a trusted brand and at an affordable price point.

“Drawing from an 80-year history rooted deep in innovation, *Polaroid* is excited to showcase the latest additions to our Latin American product line at CES 2017,” said *Polaroid* President and CEO, Scott W. Hardy. “Our product offering has successfully expanded to include tablets, televisions, home theater solutions and most recently VR, providing consumers access to leading-edge technology. The expansive range of *Polaroid* products now available in Latin America allow consumers to conveniently share the world around them with family-friendly products.”

Pairing the popular *Polaroid* Cosmo550 smartphone with virtual reality, the new *Polaroid* Cosmo550+VR headset bundle will be available for demo at CES this year. By simply inserting the 5.5” HD smartphone into the VR headset, users can effortlessly explore 3D games and videos. The *Polaroid* Cosmo550 smartphone features a quad-core processor and is supported by 4G LTE data platform. The *Polaroid* Cosmo550 also features a high resolution 5.5” screen, a 13MP main camera with dual LED flash to improve nighttime photos, a 5MP front camera and 8GB of internal memory, expandable up to 32GB with a MicroSD card. For a smooth performance, the *Polaroid* Cosmo 550 also includes 1 GHz RAM memory and 2500 mAh battery.

In addition, *Polaroid* will present two new Android smartphone models for the Latin American market. The 5.5” *Polaroid* Cosmo Q5S and the 5” *Polaroid* Cosmo P5S offering 4G LTE connectivity, are equipped with a quad-core processor and the Android 6.0 Marshmallow operating system. The *Polaroid* Cosmo P5s offers a 5MP rear camera, the *Polaroid* Cosmo Q5s features an 8 MP rear camera and both models feature a 13 MP front camera that can capture vivid photos. The phones also include a fingerprint sensor. The *Polaroid* Jet C7 tablet will also be on display, operating on Android Marshmallow 6.0. Busy families will enjoy the 7” screen, high-power Quad-core processor and 5 MP dual cameras to capture all of life’s moments.

The latest *Polaroid* TVs for Latin America will also be on display, including selections from their curved screen, 4K and smart TV lines. The 40” curved TV screen’s concave shape creates greater depth and an ultra-wide feel for the ultimate viewing experience. For those looking for a large, crisp picture, the *Polaroid* 50” 4K TV delivers supreme clarity in a slim package. Three other TVs, in 32”, 43” and 50”, will offer Android technology for a smart, streamlined browsing experience.

The latest *Polaroid* innovations for the Latin American market will be on display in the brand’s booth located in Central Hall #16614 at CES 2017. For more information, please visit [www.polaroid.com.mx](http://www.polaroid.com.mx) or follow us on Twitter at @polaroidmexico and on Facebook at PolaroidMexico.

**The *Polaroid* Brand**

*Polaroid* is one of the most trusted, well-respected and recognizable brands with a rich 80-year history beginning with *Polaroid* instant cameras and film. Our range of products include instant print cameras, action sports cameras, smartphones, flat-screen TVs and emerging technologies that deliver the fun, instant gratification and value for which the brand has long stood. Today, the *Polaroid Classic Border Logo*, rooted in our beginnings of instant photo sharing, serves to designate genuine *Polaroid* branded products. For more information, visit [Polaroid.com](https://www.polaroid.com).

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