



## ***Polaroid Announces the Launch of Smartwatch Series at CES 2017***

### ***New Line of Smartwatches and Fitness Trackers for the US Market to be Released Spring 2017***

**LAS VEGAS –January 5, 2017-***Polaroid* announced the launch of a new smartwatch and fitness tracker series to be available for purchase in spring 2017 in the United States. The *Polaroid* line of smartwatches and fitness trackers provide users an effortless, hands-free experience to keep track of their day, ranging from activity levels to incoming calls and texts. The line, which includes fitness trackers and several smartwatch models, will be on display at the *Polaroid* booth #16614 in Central Hall at the 2017 International Consumer Electronics Show, January 5-8 in Las Vegas.

“Over the last 80 years, *Polaroid* has a history of making the latest advances in technology accessible to the everyday consumer,” said *Polaroid* President and CEO, Scott W. Hardy. “As we continue to grow our product offering, we recognize the need for fun and easy-to-use wearable technology that is accessible to consumers at any price point. With the new range of *Polaroid* smartwatches and fitness trackers, consumers have the ability to integrate their technology into their lifestyle in a way that fits their needs and style.”

*Polaroid* smartwatches and fitness trackers come in a variety of designs and colors and are ideal for active users who are always on-the-go. All models in the *Polaroid* line of smartwatches are Bluetooth enabled, making it easy to connect and share information with either an Apple or Android smartphone and are compatible with iOS7.1 and Android 4.3 or above. Models also feature anti-loss technology to ensure users don't get separated from their smartphones.

#### ***Polaroid SW1507 smartwatch***

- The perfect mix of classic style and new technology-- features an analog-style clock is paired with smartwatch capabilities
- Synchronizes with smartphone for call and SMS message reminders
- Integrated fitness tracker features including heart rate detection, sedentary reminder, sleep monitoring and pedometer
- 1.22-inch screen with 240x204-pixel resolution
- Leather band available in red, black and white
- MSRP \$199

#### ***The Polaroid SW1506S smartwatch***

- A timeless traditional watch look mixed with digital features
- Synchronizes with smartphone for call/answer and SMS message reminder
- Integrated fitness tracker features including heart rate detection, sedentary reminder, sleep monitoring and pedometer
- 1.22-inch screen with 240x204-pixel resolution
- Features a black leather band



- MSRP \$199

#### **The *Polaroid SW1505* smartwatch**

- Features a sleek, modern form factor
- Synchronizes with smart phone for call and SMS message reminder, call log, phonebook, camera and music control
- Integrated fitness tracker features including sedentary reminder, sleep monitoring and pedometer
- Use as an independent phone with the addition of a SIM card
- 1.54-inch screen with 240x240-pixel resolution
- Expandable memory with a microSD card at a max of 32GB
- Available in black or gold
- MSRP of \$199

#### ***Polaroid SW1502* smartwatch**

- Features a minimalist, contemporary design
- Synchronizes with smart phone for call and SMS message reminder, call log phonebook, camera and music control
- Integrated fitness tracker features including sedentary reminder, sleep monitoring and pedometer
- Features a built-in camera
- Use as an independent phone with the addition of a SIM card
- 1.54-inch screen with 240x240-pixel resolution
- Expandable memory with a microSD card at a max of 32GB
- Available in black, gold and silver
- MSRP of \$79.99

#### ***Polaroid B502* fitness tracker**

- Main features include heart rate monitor, calorie tracker, sleeping monitor, sedentary reminder and pedometer
- Synchronizes with smart phone for call/answer and SMS message reminder and camera control
- 0.82-inch OLED screen
- Available in gray, white, red and black
- MSRP of \$79.99

#### ***Polaroid B521* fitness tracker**

- Main features include heart rate monitor, calorie tracker, sleeping monitor, sedentary reminder and pedometer
- Synchronizes with smart phone for call/answer and SMS message reminder, camera, music control and alarm clock
- 0.91-inch OLED screen



- Available in black,
- MSRP of \$69.99

silver, gold and rose gold

Offered by INTP, Inc., an authorized *Polaroid* licensee, the *Polaroid* range of smartwatches and fitness trackers will be available in spring 2017 at select retailers in the US. For more information about the *Polaroid* brand and products, please visit [www.polaroid.com](http://www.polaroid.com).

### **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](http://Polaroid.com).

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