



***Polaroid* Enters US and Canadian 3D Printer and 3D Pen Market with Easy-to-Use Models at an Accessible Price Point**

New Range of Consumer Polaroid 3D Printers and 3D Pens Debut at CES 2017

Las Vegas, January 3, 2017- Today, *Polaroid* announced a new line of 3D printer and 3D pen products for the US and Canadian markets, making the iconic global brand one of the first household names to bring 3D printing products to everyday consumers in the US and Canada. The full line of *Polaroid* 3D printers, 3D pens and filament will be on display at the *Polaroid* booth (Central Hall #16614) at the 2017 International Consumer Electronics Show, January 5-8 in Las Vegas.

"Creativity has always been at the heart of our brand," said Scott W. Hardy, President and CEO of *Polaroid*. "For 80 years, we've given consumers the ability to express themselves and explore their own creativity, with the medium of instant photography top of mind. We couldn't be more excited to now offer another dimension with our new line of 3D printers and pens. Whether it be artwork, prototypes, jewelry or models, we're eagerly awaiting what our customers will create and just where their imaginations will take them."

See Objects Develop Before Your Eyes

The three models in the *Polaroid* 3D range boast a compact, sleek design and are ideal for anyone looking to easily print models, parts and artwork in their own home or office. Users can control their *Polaroid* 3D printer via a simple-to-use iOS or Android app and track the printer's progress with color-coded lights. The printers have a printing layer resolution of 100 microns, and use popular and user-friendly 1.75mm filament that can be changed during printing for bold and colorful designs. Additionally, all models in the line feature a child safety lock for extra security during the printing process.

The smallest of the three models, the *Polaroid* PLN1 3D printer has a footprint of 10.6" x 10.6" x 10.6" and print size of 4.7" x 4.7" x 4.7", making it perfect at home, a small office and for 3D printer beginners. This easy-to-use model is available in four fun colors (pink, black, blue and white) and at an affordable price point. Designed for the more advanced user, the *Polaroid* PLG1 3D printer measures in at 16.5" x 16.5" x 16.5" with a print size of 8.6" x 8.6" x 8.6" and comes in matte black. The printer includes a built-in camera to allow users to view progress and send images to a smartphone to share on social media. The *Polaroid* PLG1Pro includes all the features of the *Polaroid* PLG1 and is also specially configured with a dual printing head for dual color printed models.

Build Colorful 3D Works of Art

The *Polaroid* line of 3D pens allows users to create detailed 3D models with ease. The pens feature an ergonomic design for a comfortable grip for any user and are perfect for fun family arts and craft projects. *Polaroid* 3D printing pens can use both popular PLA and ABS filament, while the built-in LCD display indicates the filament and temperature mode. An anti-jamming system with auto eject and variable speeds offer ease-of-use and better control and precision. The line features two models, the



Polaroid DRW100 3D pen and the wireless *Polaroid* DRW101 3D pen. Both pens include 10m of starter filament, while the wireless *Polaroid* DRW101 also features a built-in battery and charging stand. The *Polaroid* 3D printing pens are available in five fun and vibrant colors (white, black, blue, pink and yellow).

Polaroid 3D printer and 3D pen users have access to the supplies they need to make endless colorful creations thanks to the *Polaroid* line of filament kits. Available in PLA or ABS, the kits offer consumers professional-quality, universally compatible filament that can be used in most 3D pens and 3D printers. With five color combination kits, 0.5kg and 1 kg sizes offering more than 60 colors all together, the 1.75mm filament is ideal for creating detailed 3D models.

The U.S. and Canadian *Polaroid* range of 3D printers and 3D pens is offered by coretechworld.com, an authorized *Polaroid* licensee. *Polaroid* 3D printer models will be available at retail outlets across the United States and Canada starting in July and *Polaroid* 3D pens and filament will be available in March. The printers have an expected MSRP between \$499-\$799 and the pens have an MSRP between \$129-\$149.

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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.

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