



Polaroid Enters the New Year with Exciting New Products at CES 2017

From new instant digital products to the latest in 3D printing, VR and drone technologies, Polaroid sets the bar high for 2017

LAS VEGAS, January 5, 2017– CES 2017 marks the 80th anniversary of Polaroid and the beginning of a yearlong celebration of the brand’s storied history, as well as the new products that will be announced. A host of new products that combine the nostalgic elements synonymous with the Polaroid brand and the latest technologies will be on display at the booth #16614 located in the Central Hall.

“There’s an incredible level of excitement for us this year,” said Scott W. Hardy, President and CEO of *Polaroid*. “All throughout the booth you can feel the energy as we celebrate the 80th year of our iconic brand and there is nothing better than unveiling exciting new products on the world’s biggest stage – CES 2017. We’re debuting new products across several categories, many of which are new for *Polaroid*, as well as those which we’re quite familiar with, especially the instant digital market.”

The Resurgence of Instant

In 2017, *Polaroid* will be building on the momentum generated by its *Polaroid Snap* and *Polaroid Snap Touch* instant digital cameras with the debut of the new *Polaroid Pop*. Boasting a sleek and modern design, the *Polaroid Pop* instant digital camera utilizes ZINK® Zero Ink Printing Technology; however, it offers a new size for consumers in 3x4”, a format that is reminiscent of the brand’s iconic legacy instant print cameras. The camera includes a 3.97-inch touchscreen LCD for framing shots and navigating the camera’s menu, a 20-megapixel CMOS sensor and dual LED flash for high quality images, image stabilization, as well as 1080p full HD video recording capability. The new *Polaroid Pop* can quickly and easily connect to a mobile device to transform the camera into an instant photo printer.

Emerging Technologies Get the *Polaroid* Experience

Polaroid has always strived to ensure that the latest technologies are accessible to all consumers, and that’s especially true for 2017. At CES this year, *Polaroid* will be unveiling new solutions for the 3D printing, drone and VR markets.

The *Polaroid PM05* is the brand’s first VR headset for the US market. The headset offers users a high-quality, immersive VR experience at an affordable price point and is compatible with Apple or Android smartphones and today’s popular VR content apps. The new *Polaroid* 3D printer range for the US market features three models. Each boasts a compact, sleek design and is ideal for anyone looking to easily print models, parts and artwork. Users can control their *Polaroid* 3D printer via a simple-to-use iOS or Android app. The printers have a printing layer resolution of 100 microns, and use popular and user-friendly 1.75mm filament.

3D creativity takes form with the new *Polaroid* 3D pens. 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.

The latest *Polaroid* drone models are taking the brand to new heights. Each drone features a 6-axis gyroscope flight stabilization system and offers multiple flight speeds to ensure stable, effortless flying. Drones in the new line are equipped with cameras allowing users to capture the world around them in stunning high-definition. All models are paired with a dedicated 2.4 GHz remote controller with select models offering live stream video through a free mobile app.

Simple and Secure Home Security

Making its debut at CES 2017 is the *Polaroid Hoop* home security camera. The *Polaroid Hoop* security camera offers 1080p high-definition video resolution and a weatherproof design that gives consumers a clear view of locations both indoors and out. Users can take advantage of a removable, long-lasting battery pack which opens the possibility to position the camera virtually anywhere in the home. The *Polaroid Hoop* is compatible with some of the most popular connected home products on the market, offering seamless plug-and-play integration. The camera also offers intelligent monitoring using a proprietary algorithm. Over time, it can learn to distinguish between normal events that occur daily and those unplanned and also make the distinction between detecting persons or animals.

Stay updated on all things *Polaroid* at CES through the official *Polaroid* social media channels, *Polaroid* [Facebook](#), [Twitter](#) and [Instagram](#). For more information on all new products being introduced at CES, please visit <http://polaroid.com/ces-2017>.

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.

Polaroid, Polaroid & Pixel, Polaroid Color Spectrum, Polaroid Pop, Polaroid Hoop, Polaroid Cube, Polaroid Zip, Polaroid Snap and Polaroid Classic Border Logo are trademarks of PLR IP Holdings, LLC.

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Contact:

R&J Strategic Communications

Tracey Benjamini

908-722-5757

polaroid@randjsc.com