



## ***Polaroid* Takes Image Capturing to New Heights with Debut of Camera Drones for US Market**

*New Polaroid Drone Models featuring HD Cameras Released at CES 2017*

**Las Vegas, 5 January 2017-** A new line of *Polaroid* camera drone models make their North American debut at CES 2017 this week. With high-definition cameras and steady flight controls, the new models bring the *Polaroid* photography and video product offering to new heights by allowing consumers to share life's moments from anywhere. The line is slated for release in the United States will be on display at the *Polaroid* booth (Central Hall #16614) at the 2017 International Consumer Electronics Show, January 5-8 in Las Vegas.

"With the introduction of our US drone line, *Polaroid* is truly taking the experience of capturing life's most memorable moments to a new level," said *Polaroid* President and CEO, Scott W. Hardy. "Throughout our 80-year history, *Polaroid* has focused on making new and exciting technologies accessible to the everyday consumer and of course, providing exceptional value at every turn – that's exactly what we're doing with our new drone line. We're excited to see just how creative consumers can be as they take to the skies with the ability to capture images and video from these new perspectives."

The latest drones are built for on-the-go consumers who are ready to fly. Each drone features a 6-axis gyroscope flight stabilization system and offers multiple flight speeds to ensure stable, effortless flying. Now anyone can take flight with automatic controls and headless mode and altitude hold, which provide an opportunity for even the most novice pilots. 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.

Highlights in the U.S. *Polaroid* line of drones include:

- ***Polaroid* PL2500 camera drone**
  - Built-in HD 720p camera with Wi-Fi to live stream video and photo to a smartphone or tablet
  - Records video up to 200 feet
  - Three flight speeds with 15 minutes of flight time up to 492 feet
  - Effortless 360° flips
  - Altitude hold and auto return to home features
  - Requires FAA registration
  
- ***Polaroid* PL2300 camera drone**
  - Built-in HD 720p gimbal camera with Wi-Fi to live stream video and photo to a smartphone or tablet
  - Records video up to 200 feet



- Three flight speeds with 8 minutes of flight time up to 490 feet
  - Capable of 360° flips
  - Auto return to home feature
  - Requires FAA registration
- **Polaroid PL1000 camera drone**
    - Built-in HD 1080p camera with live stream video capabilities to a smartphone or tablet
    - Records video up to 200 feet
    - Three flight speeds with 12 minutes of flight time up to 200 feet
    - Capable of 360° flips
    - Auto return to home feature
    - Requires FAA registration

The U.S. *Polaroid* camera drone range is offered by Abrim Enterprises, Inc., an authorized *Polaroid* licensee. Current models will be on display in the *Polaroid* booth at CES (Central Hall #16614). The models will be available at retail outlets across the United States in spring and summer 2017. The current line has an expected MSRP between \$59.99-\$269.99.

###

### **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).

*Polaroid*, *Polaroid & Pixel*, *Polaroid Color Spectrum*, *Polaroid & Pixel* and *Polaroid Classic Border Logo* are trademarks of PLR IP Holdings, LLC, used under license.

Contact:

Tracey Benjamini

R&J Strategic Communications

908-895-0787

[polaroid@randjsc.com](mailto:polaroid@randjsc.com)