



## The *Polaroid Pop* Instant Digital Camera Offers a Modern Take on the Classic *Polaroid* Instant Print

*Debuting at CES 2017, the Latest Camera in the Polaroid Instant Digital Print Line Pairs Wireless Technology With the Iconic Polaroid 3x4" Print*

**LAS VEGAS, January 5, 2017**— CES 2017 marks the debut of the newest camera in the wildly popular line of *Polaroid* instant digital photography products, the *Polaroid Pop*. The *Polaroid Pop* instant digital camera combines a sleek, modern design and digital technology with the classic 3x4" *Polaroid* instant print format that is reminiscent of the brand's iconic legacy instant print cameras.

"*Polaroid* is celebrating its 80<sup>th</sup> anniversary in 2017 and we could not think of a better way to kick-off this milestone year than with the debut of the *Polaroid Pop* instant digital camera at CES 2017," said Scott W. Hardy, President and CEO of *Polaroid*. "Perfectly blending nostalgia with modern design and functionality, the *Polaroid Pop* embodies the brand's 80-year history; staying true to the *Polaroid* core values of sharing, instant, fun and ease-of-use, while pushing the envelope with a fresh form factor and the latest technology."

### **The Best of Both Worlds**

Just like the *Polaroid Snap* and *Polaroid Snap Touch* instant digital cameras and the *Polaroid Zip* instant photoprinter, at the heart of the new *Polaroid Pop* instant digital camera is an integrated printer using ZINK® Zero Ink Printing Technology. This gives users the ability to automatically print full color photos in the iconic 3x4" format with the *Polaroid Classic Border Logo* resulting in a 3.5x4.25" print. The *Polaroid Pop* also features a traditional digital camera experience. 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. All images and video are stored on a micro SD card (up to 128GB).

The *Polaroid Pop* can quickly and easily connect to a mobile device using a dual Wi-Fi and Bluetooth chip, transforming the camera into an instant photo printer. Via the *Polaroid print* app, available free for iOS and Android, users can edit and enhance their prints with a number of creative filters, digital stickers, effects and controls. Once again, consumers will have an all-in-one solution for capturing and sharing images on-the-go. No matter what device they use to capture images, users will be able to share the fun with their own creative flair. The *Polaroid Pop* is ideal for today's selfie shooters thanks to a self-timer. Additionally, the *Polaroid Pop* has three color modes—black and white, color, and vintage sepia to give users that iconic *Polaroid* look and feel.

The *Polaroid Pop* instant digital camera was designed in partnership with renowned design firm, Ammunition, the studio that was also behind the *Polaroid Zip* instant photoprinter, *Polaroid Snap* instant digital camera line and *Polaroid Cube* lifestyle action camera line. With the *Polaroid Pop*, Ammunition continued the simple, modern and stylish design aesthetic reflected throughout the current instant and action product offering. The jet-black camera body is accented with a pop of color, or a contemporary monochromatic look. The iconic red shutter button provides users with the easy-to-use one-button shutter control they have come to know and love from legacy cameras like the *Polaroid One Step*. Led by industrial designer Robert Brunner, Ammunition has partnered with award-winning consumer brands including Adobe, Beats by Dre, Square, Lyft, and Williams-Sonoma.

### **ZINK Zero Ink® Printing**

The *Polaroid Pop* instant print camera uses the revolutionary ink-free Zero Ink® Printing technology developed by ZINK. The ZINK-enabled printer uses heat to activate and colorize cyan, yellow and magenta

dye crystals embedded in the paper. The result is full-color, high quality, long-lasting and smudge-proof images without ink cartridges, ribbons or toner.

The 3x4" photo prints in just under a minute so consumers can instantly share the photo with their friends and family. Additionally, because ZINK Paper® is adhesive backed the photo can be used as a sticker as well.

Offered by C+A Global, an authorized *Polaroid* licensee, the *Polaroid Pop* instant print camera will be available Q4 2017. Pricing is not yet available. To learn more about the *Polaroid* brand, please visit [polaroid.com](http://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).

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

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