***Polaroid* Delivers New Lifestyle Action Camera with Wi-Fi and Live Streaming Features to Capture Life’s Best Moments**

*Get Mobile with the Polaroid Cube+, a Fun, Easy-to-Use and Affordable Lifestyle Action Cam*

**Las Vegas – January 5, 2017** – Proving to be a leader in the POV camera space, *Polaroid* is now shipping the new *Polaroid Cube+* Wi-Fi-enabled lifestyle action camera, just in time for holiday shopping.

In 2014, its predecessor, the *Polaroid Cube* lifestyle action camera, challenged the notion that action cameras were solely the tools of extreme sports enthusiasts. With its stylish, cube shape, fun colors and accessories, competitive features, and reasonable price-point, the *Polaroid Cube* opened up the market to everyday consumers and families wanting to capture life’s moments in HD.

Now the Wi-Fi-enabled *Polaroid Cube+* continues to push the boundaries of what’s possible in the segment with pairing to smart devices. With the free *Polaroid Cube+* iOS or Android app, users can access a viewfinder, control the camera and save images and videos directly to their tablets or phones. The addition of live streaming capabilities allows users to instantly share moments with friends and family as they happen in real time on platforms such as Facebook Live. With better image resolution and improved memory and battery life, the *Polaroid Cube+* Wi-Fi-enabled lifestyle action camera continues to innovate while remaining considerably more affordable than its competitors. Led by industrial designer Robert Brunner, the *Polaroid Cube+* was designed by Ammunition, the design studio behind award-winning consumer brands like Adobe, Beats by Dre, Square, Lyft and Williams-Sonoma.

In addition to its new Wi-Fi capabilities, the *Polaroid Cube+* lifestyle action camera features other upgrades including image stabilization, the ability to capture 8 megapixel still images, and video capabilities enhanced from 1080p to 1440p at 30 frames per second, all with simple one-button operation. The *Polaroid Cube*+ also boasts a memory slot to record up to 128GB (up from 64GB) using a MicroSD card (class 10). Users can record up to 107 minutes at 720p at 60 fps thanks to the high capacity battery. Mountable to almost anything, it’s shockproof, weather-proof, splash-resistant, and ready for every kind of family adventure.

“We have a longstanding commitment to delivering fun, easy to use and instant capture products that evoke our brand’s heritage but are relevant to today’s digital consumer, without putting a large dent in their wallet,” said Scott W. Hardy, President and CEO of *Polaroid*. “We brought the *Polaroid Cube* to market over a year ago, and since then have listened to the feedback we received from our consumers. With the holidays right around the corner, we are proud to meet your needs with a Wi-Fi-enabled lifestyle action camera so you can instantly capture and share your favorite moments wherever your adventures take you.”

 “With the holiday season around the corner, we are excited to offer the *Polaroid Cube+*, perfect for capturing memories at holiday festivities and winter adventures,” Hardy added. “Consumers are all about instant gratification and catching adventures off the cuff, enabling them to revisit memories. The *Polaroid Cube+* is an essential everyday companion to be sure you never miss a minute.”

The *Polaroid Cube* lifestyle action camera and *Polaroid Cube+* Wi-Fi-enabled lifestyle action camera are offered by C&A Marketing, Inc., an authorized *Polaroid* licensee. The *Polaroid Cube+* lifestyle action camera is now shipping internationally for $149.99 with a 128 GB Micro SD and bumper case. Additional accessories include the waterproof case, suction mount, tripod mount, helmet mount, bicycle mount, strap mount and the monkey stand, all ranging from $17.99 to $39.99. To purchase the *Polaroid Cube+* and to check out the full line of accessories available, please visit <https://www.polaroidcube.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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***About C+A Global***Formerly known as C&A Marketing, C+A Global is a leading manufacturer, distributor and online reseller of consumer products, electronics, cameras and photographic equipment. Headquartered in Edison, N.J., C+A is the *Polaroid* licensee for instant digital cameras, action video cameras, IP home security cameras and photo accessories. In addition, C+A operates several ecommerce platforms, including RitzCamera.com, RitzPix.com and Skymall.com. With over two decades in business, the depth and breadth of C+A’s inventory is constantly expanding as is their presence and reputation in the consumer products marketplace. Most recently, C+A added brand licensing agreements with Stanley and Gold’s Gym to its expanding portfolio of brand partnerships.

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