



Polaroid, the company that revolutionized instant photography, has grown into a global digital entertainment brand with annual sales of more than \$1 billion. During the past several years, its iconic line of instant film and cameras has evolved into a strong consumer electronics portfolio of digital cameras, LCD televisions, and personal DVD players. Polaroid is a leading U.S. seller of digital cameras and personal DVD players, and ranks among the top five makers of LCD TVs.

Staying true to its 70-year heritage, Polaroid is committed to visual innovation, now with a line of digital entertainment products that capture, share, and allow consumers to enjoy memories in new ways. Key to this growth are the Freescape™ line of digital media-sharing products and a line of digital imaging products with ZINK™ Zero Ink™ Printing Technology. These innovative product lines will put consumers back in control of their memories, as well as the music and videos that make up their digital collections.

For more information on Polaroid:

Please visit www.polaroid.com

For more information, press only:

Tony Saucier, 952.346.6123 or tsaucier@webershandwick.com



The new pocket-sized Polaroid Digital Instant Mobile Photo Printer brings instant imaging to digital photography.



The new Polaroid Digital Instant Mobile Photo Printer connects to cameras via PictBridge USB and to cell phones via Bluetooth.



The new Polaroid Digital Instant Mobile Photo Printer uses heat to activate dye crystals, creating 2" x 3" pictures.

Redefining Instant: A New Line of Polaroid Digital Instant Products

More than 60 years ago, Polaroid created the gold standard of instant photography with the Land instant camera, empowering families to create tangible memories with instant, printed pictures. Millions of memories later, Polaroid is taking instant photography digital.

With the power of ZINK™ Zero Ink™ Printing Technology, Polaroid is combining the best of digital photography with the company's instant roots through a convenient pick-what-you-print function. In 2008, Polaroid will introduce a unique line of digital instant cameras and printers.

ZINK™ Zero Ink™: The Future of Instant Photography

The new line of Polaroid digital instant printers and cameras creates full-color digital photos without ink cartridges or ribbons. Using ZINK™ Zero Ink™ Printing Technology, Polaroid is creating the next generation of instant pictures.

- **No ink involved.** ZINK™ Paper is a composite material that houses cyan, yellow and magenta dye crystals in a protective polymer overcoat. Before printing, the dye crystals are colorless, so the photo paper appears white.
- **Heat activation brings photos to life.** Heat activates and colorizes the ZINK™ dye crystals, so digital photos can be shared instantly, developing in less time than a traditional Polaroid photo.

Polaroid Unlocks Your Memories On-the-Go

The Polaroid Digital Instant Mobile Photo Printer frees pictures from digital cameras and camera phones for sharing with family and friends. The pocket-sized digital printer connects to a cell phone or digital camera to print and share photos instantly.

- **Pocket-sized printing for your mobile phone pictures.** Slightly larger than a deck of cards, the Digital Instant Printer is a convenient, portable way to turn mobile phone images into tangible memories. Weighing only a few ounces, it produces borderless, full-color, 2-inch by 3-inch prints in a matter of seconds.
- **Multiple connectivity options.** The Digital Instant Printer easily connects to digital cameras through a PictBridge USB cable and to camera phones wirelessly through Bluetooth.

Spontaneous Creativity

The new Polaroid Digital Instant Camera incorporates a digital camera and a ZINK™-enabled printer in a single unit for creating instant memories.

- **The end of trapped photos.** Printing straight from the Polaroid Digital Instant Camera's collection of stored pictures means photos no longer remain trapped on a camera or hard drive. Real printed pictures create tangible memories.
- **Pick what you print.** A simple, yet revolutionary concept among instant cameras, the new Digital Instant Camera allows users to cycle through pictures before deciding which to print.

For more information on Polaroid digital instant products:

Please visit www.polaroid.com

For more information, press only:

Tony Saucier, 952.346.6123 or tsaucier@webershandwick.com