

365

WHOLESALE

INSTANT
CAMERAS

AND MOBILE
PRINTERS

Presented by



Instant cameras and mobile printers have taken the consumer electronics market by storm!

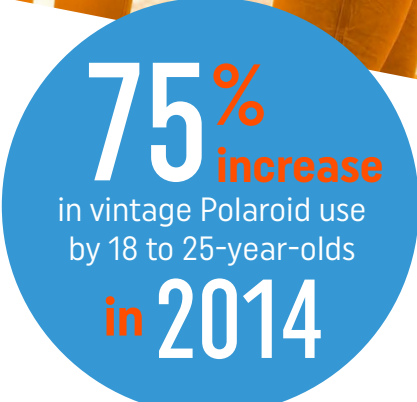
A few years ago, teens and the celebrities they adore began using refurbished vintage Polaroid cameras instead of smartphones. Digital camera manufacturers (and Polaroid, in particular) responded by offering a wide variety of fascinating new devices. These instant cameras and mobile printers combine the instant gratification of on-the-spot printing with a wide array of high-tech features.

Great Giveaways

Savvy companies give away these popular, high-end products to create brand awareness, and increase customer interaction. For example, the Smuckers corporation recently gave away a dozen compact wireless photo printers to promote its Uncrustables brand of snack sandwiches. Participants in this family photo contest submitted images and shared their Uncrustables flavor preferences.

Instant Cameras

The Polaroid Z2300 Instant Camera combines the fun of Polaroid with the functionality of a high-end digital camera. It captures and prints 10-megapixel images and takes 720 HD videos. Users can even zoom in up to 6x and view images on the Z2300's 2.5-inch LCD display. This camera features Zink's Zero-Ink technology that prints instant images – without a need for messy ink/toner cartridges!



Edwin Land invented the first instant camera in **1933**





Mobile Printers

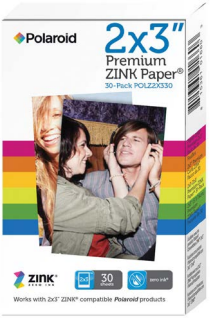
Consumers who take pictures primarily with their smartphones can get in on the instant picture fun with Polaroid's Zip Mobile Printer. Users can link this tiny, portable device to their smartphones and tablets. With Polaroid's Zink Zero Ink system, the Zip can print out Polaroid's popular 2- by 3-inch instant photos – in only a minute!

13 billion
mobile/portable printer
sales projected
worldwide
by **2020**

A Thoughtful Gift



Consumers can get convenient 30-packs of Premium Polaroid Zink Paper in the standard 2- by 3-inch size that fits the Z2300, Zip, and Snap Touch. When giving away instant cameras and mobile printers, savvy marketers and event planners add in this bonus so users can truly enjoy their new devices.



Though smartphones have triggered a 20% decline in digital camera sales, instant cameras have risen to the challenge, selling **400%** as often as traditional digital cameras!



Taylor Swift
embraced the retro look of instant photographs by including Polaroid artwork and imitation Polaroid prints with her latest album.



The NEW Polaroid Snap Touch

Just released for the 2016 holiday season, the Polaroid Snap Touch thrilled consumers by continuing this beloved brand's tradition of light-hearted instant gratification. This instant camera/printer hybrid takes pictures and videos, connects with other Bluetooth devices, and prints full-color images – thanks to the Zink Zero Ink system)!

Available in 6 colors, the Polaroid Snap Touch prints high-quality 2- by 3-inch pictures on special adhesive-backed photo paper for in-the-moment creative fun. Group shots are a snap with its auto timer, though it also features a selfie mirror for solo shots.

Users can easily add digital stickers, filter effects, and borders from the Polaroid Snap Touch's 3.5" touchscreen. For in-depth photo editing, they can connect this Bluetooth device to the Polaroid smartphone/tablet app. Consumers can also use this instant camera's wireless connectivity in reverse, loading images from other devices onto the Snap Touch for immediate printing.



Video Cameras

The splash-proof Polaroid Cube Camera was designed to go anywhere, anytime. This fascinating device measures less than an inch-and-a-half on each side, making it the perfect pocket or purse tag-along for all kinds of adventures. Despite its size, the Polaroid Cube's powerful battery and storage capacity allow users to record up to 90 minutes of 720-1080p video.



Today's instant cameras use thermal paper that responds to heat – replacing messy and expensive ink/toner cartridges!

Celebrities and young adults prefer instant cameras for **privacy** reasons and their **vintage** appeal.

Sources:

Why stars love Polaroid's retro chic. The Guardian. November 2014.

...Portable printers through 2020. PR Newswire. July 2015.

Fujifilm Zooms in on Instax's Retro Appeal in Digital Age. The Wall Street Journal. April 2016.

Polaroid announces global release for its next generation instant digital camera, the Polaroid snap touch. Polaroid. September 2016.

