

Polaroid Now Instant Camera

Generation 2

polaroid



Technical Specifications

| | | | |
|---------------------------|---|---------------|----------------|
| Product | Polaroid Now Instant Camera - Generation 2 | | |
| Color | PRD | EAN | GTIN |
| Black & White | 009072 | 9120096773723 | 19120096773720 |
| Blue | 009073 | 9120096773730 | 19120096773737 |
| Red | 009074 | 9120096773747 | 19120096773744 |
| Black | 009095 | 9120096774348 | 19120096774345 |
| Launch Date | 14 March 2023 | | |
| RRP | \$119.99, €129.99, £119.99 | | |
| HS or HTS Code | 9006409000 (US) 9006400000 (EU) | | |
| Country of Origin | China (CN) | | |
| Packaging Contents | Polaroid Now Camera (Gen 2) USB-C Charging Cable (1.2m) Wrist Strap Quick Start Guide Safety & Compliance Leaflet | | |
| Product Box | 156.5 x 124 x 99 mm 6.2" x 4.9" x 3.9" | | |
| Product Box Weight | 596 grams 21 ounces | | |
| Shipper | 368.5 x 207 x 173 mm 14.5" x 8.2" x 6.8" | | |
| Shipper Weight | 3955 grams 139.5 ounces | | |
| Units per Shipper | 6 | | |

| | |
|-------------------------------|---|
| Product Dimensions | 150.2 x 112.2 x 94 mm 5.9" x 4.4" x 3.7" |
| Product Weight | 455.8 grams 16.1 ounces |
| Battery | Lithium-Ion battery |
| Battery Report | Available |
| Outer Shell | ABS, PC (40% recycled plastics) |
| Shutter System | Custom design, using precision step motor for shutter |
| Aperture | Eight useable apertures ranging from f64 to f11 |
| Lens | Optical grade PC and Acrylic lens, coated. Autofocus system via 2 fixed focus zones 0.55m-1.3m, 0.6m-infinity |
| Focal Length | Close-up (lens 1) 94.96 mm Distance (lens 2) 102.35 mm |
| Field of View | Horizontal 40°, vertical 41° |
| Flash System | Vacuum discharge tube storage |
| Compatible With | i-Type Film 600 Film |
| Device Interface Ports | Type C charging input x1 |

Distributed by Polaroid International B.V. 1013 AP, Amsterdam, The Netherlands

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Please note that the product is under development. The images in this document are therefore of indicative nature. Please contact your Polaroid sales representative to acquire approved press materials.