

# The Impossible App-Enabled Instant Camera

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Impossible Project breathes new life in the instant camera concept as it reveals the I-1-- a Polaroid-style camera offering customers the pleasures of instant analog photography with a connected twist.



The company behind the I-1 is best known for the production of reverse engineered Polaroid type 600-style instant film, as well as the refurbishing and resale of old Polaroid type 600 cameras. As such, the I-1 is the company's first foray into own photography hardware. It features a sleek matte black design, has an LED ring flash around the lens and handles type 600 film (in both discontinued Polaroid and Impossible Project flavours).

But what makes the I-1 really interesting is the aforementioned connected twist-- the camera pairs with smartphones and a companion app via Bluetooth to provide users control over features such as aperture, shutter speed, flash settings, remote triggers and even effect presets such as double exposures and open-shutter "paint with light" images.

Also bringing the camera to the modern age is a USB rechargeable battery (original Polaroid cameras run on a battery inside the film cartridge).

As seen earlier this month, [instant film is going through something of a comeback](#) among younger customers with a taste for vintage technologies. With Fujifilm already reaping success from this "analog revival," will the Impossible Project manage to do the same with the I-1? We will know once the camera hits retail from May 2016.

Go [Impossible Project I-1](#)