

## Polaroid Snaps and Prints Photos With Pop

Written by Marco Attard  
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The iconic Polaroid brand celebrates its 80th anniversary with the CES 2017 launch of the Pop-- a square-shaped digital camera featuring Zero Ink technology for instant photo printing.

Like the cameras that made Polaroid its name the Pop produces 9 x 11cm prints, only through the application of heat to special dyes embedded in the paper, rather than ink. Taking the actual photos is a 20MP CMOS sensor, while storage comes through a microSD slot (supports cards up to 128GB).

Rounding up the package is a 3.97-inch touchscreen, connectivity via wifi and Bluetooth, and 1080p video recording capability. Producing the camera is C+A Global, the current holder for Polaroid brand license.

The Pop should hit the market on Q4 2017.

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