

Polaroid Adds Smarts to OneStep+ Instant Film Camera

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Impossible Project-owned Polaroid follows on last year's OneStep 2 instant film camera with the OneStep+--- another instant film camera in the classic Polaroid mould, only one with app-connected smarts.



The OneStep+ is very similar to the previous model, being an all-plastic camera bearing made in the retro stylings of Type-600 Polaroid instant film cameras. It offers two lenses, one landscape and the other portrait, with switching taking place by simply pressing a button. Like the OneStep 2 it uses the recently developed i-Type film, as well as 600 instant film, and users can pair with mobile devices via Bluetooth and Polaroid Originals companion app.

The app provides a variety of modes Polaroid dubs "creative tools," including double exposure (superimposing one photo on top of another), a light painting feature and manual control over settings such as shutter time, aperture and exposure. It also doubles as a remote, snapping a photo when one either presses an in-app button, after a 12-second self-timer or a "noise trigger." Finally the app allows one to scan prints, with automatically cropping and straightening (digital) photos of photos for sharing on the internet.

The OneStep+ hits the market by end August 2018.

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