

# Polaroid



**Polaroid Now+**

*Product Overview*

## Unleash your creativity



### Available Colors



### Polaroid Now+ i-Type Instant Camera

Our most creative camera yet. Polaroid Now+ is our revamped analog instant camera with even more creative tools. Get 5 new lens filters, and unlock two extra tools — aperture priority and tripod mode — inside the Polaroid mobile app. Try light painting, double exposure, manual mode and more. Plus a tripod mount to steady your ideas inside the original Polaroid square format frame.

### Connect to create more

Unlock extra creative tools inside the Polaroid mobile app. Find focus easily with aperture priority and create cinematic photos with tripod mode. Get these two new tools, plus light painting, double exposure, manual mode, and more.

### 5 lens filters for every mood

Saturate your photos in color, deepen contrast, or add dreamy effects with 5 experimental lens filters including starburst, red vignette, orange, blue, and yellow. Complete with a zip-through pouch to keep them safe.



### Autofocus

The Polaroid Now+ selects the right lens to get your Idea in focus.



### Rechargeable battery

Includes a USB charging cable to keep your creativity flowing.



### i-Type film

Uses our battery-free i-Type film that's easier on the wallet.



SKU: 009028

**Left Side  
Top Imprint Area:**

*Pad Print/Digital  
2.50" W x 0.55" H*

**Right Side  
Side Imprint Area:**

*Pad Print/Digital  
1.75" W x 0.50" H*

**Side Imprint Area:**

*Pad Print/Digital  
1.75" W x 0.50" H*

**Bottom Imprint Area:**

*Pad Print/Digital  
3.00" W x 0.50" H*

**Bottom Imprint Area:**

*Pad Print/Digital  
3.00" W x 0.50" H*

**Back Imprint Area:**

*Pad Print Only  
2.50" W x 2.80" H*



## Technical Specifications

**Dimensions:** 5.9 in / 150.16 mm (L) x 4.4 in / 112.2 mm (W) x 3.8 in / 95.48 mm (H)

**Weight:** 457 grams (without film pack)

**Battery:** lithium-ion battery (UN3481)

**Outer shell:** Polycarbonate + ABS plastics  
Lenses: Polycarbonate resin

**Shutter system:**

1/200 - 1sec. (Camera only)

1/200 - 30 sec. and Bulb mode (App Mode)

**Focal length:**

Standard Lens: 102.35 mm (40mm/35 equivalent)

Close-up Lens: 94.96 mm (35mm/35 equivalent)

**Field of view:**

Horizontal 40°, vertical 41°

**Flash system:**

Auto-Adjust Output Vacuum discharge tube strobe system

Lens filter kit, USB charging cable and Neck strap included

Tripod mount on base of camera