Polaroid Now
Instant Camera

Generation 2



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

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