

Remember Polaroid? They just released Polaroid Go, claiming it's world's smallest analog camera

April 21 2021, by Brett Molina, Usa Today



Credit: Polaroid

Camera maker Polaroid is back with a new device they claim is the world's smallest analog camera.

The company revealed the Polaroid Go, a tiny version of its instant

[camera](#) that measures at 4.1 inches long, 3.3 inches wide, and 2.4 inches deep. Compare that to an iPhone 12, which measures 5.8 inches long, 2.5 inches wide and about .30 inch deep.

The Go, which costs \$99.99, also comes equipped with a mini version of its square-format Polaroid film. But subsequent rolls of film will cost \$19.99 apiece.

The mini version of the Polaroid camera features an updated selfie mirror, a self-timer, dynamic flash, double exposure and travel-friendly accessories, says the [company](#).

"It is just really playful yet incredibly well-designed, and it's going to make it so easy for you to bring a totally different camera than your [phone](#) with you wherever you go," said Polaroid CEO Oskar Smolokowski in a statement.

More information: polaroid.com/go

2021 U.S. Today.

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Citation: Remember Polaroid? They just released Polaroid Go, claiming it's world's smallest analog camera (2021, April 21) retrieved 26 April 2024 from <https://techxplore.com/news/2021-04-polaroid-world-smallest-analog-camera.html>

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