



polaroid

Polaroid Now Instant Camera Generation 2, red

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The Polaroid Now Generation 2 camera is a classic, analog instant camera with autofocus, double exposure, and self-timer. It has a human-friendly flash system, internal rechargeable battery, and comes with a wrist strap and USB-C charging cable. It's made with 40% recycled materials and is compatible with Polaroid i-Type and 600 film.

Colour



PRODUCT DETAILS

Polaroid Now

Point, shoot, and keep: it's that simple with the Polaroid Now. This series is an evolution of the original Polaroid OneStep cameras from the '70s that made photography effortless for everyone. The Now takes that simplicity and adds greater creative control, clean design, and vibrant color to make it more than a moment maker — but a life accessory.

Generation 2

Introducing the second generation of Now, now featuring an updated material composition with 40% recycled plastic, an updated chipset and a brand new lens. But that's not all — we've also made it even more convenient for you by equipping it with a USB-C charge port, making it compatible with the charging cables you likely already have at home.

Autofocus 2-lens system

In other words: sharper photos, easily. The Polaroid Now decides which lens is suitable, so you get beautiful portraits in more places, more often — even without the flash.

Built-in double exposure

Get two frames in the one Polaroid photograph. Dreamy, artistic, and ready to add some drama to your photography.

Self-timer

Sometimes you need proof. Get it with the self-timer. In just one tap, you've got 9 seconds to gather your friends and smile.

Accurate flash

A more human-friendly flash to make everyone look like they should.

Rechargeable battery

Be ready for every moment with a built-in rechargeable battery and USB charging cable.

i-Type film

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

Specifications

- Battery: High performance lithium-ion battery (750mAh), rechargeable via USB
- Outer shell: Polycarbonate + ABS plastics
- Lenses: Optical grade Polycarbonate and Acrylic lenses
- Coated shutter system: Custom design, using precision step motor for shutter
- 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: 41 degrees vertical, 40 degrees horizontal
- Flash system: Vacuum discharge tube storage
- Neck Strap and USB charging cable included

Specs

Product Attributes

EAN:	9120096773747
Manufacturer number:	009074
Product weight:	0.5 kilograms