

**THE ORIGINAL
INSTANT CAMERA.
REINVENTED.**



ANALOG
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CAMERA

IMPOSSIBLE



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The only new camera for the original instant photo format



Easy to use point and shoot camera



Advanced ring flash for great portraits



I-1 App for creative tools and techniques



Manual mode for full photographic control

CONNECT TO YOUR IPHONE VIA BLUETOOTH





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THE ORIGINAL. REINVENTED.

The I-1 is unlike any camera you've seen before. It's also the first new camera in over a decade that uses the original Polaroid format. It gives instant photographers new levels of manual control through its Bluetooth app, which also lets you try out creative techniques like light painting and double exposure. It has a ring flash that provides soft, diffused light, and an autofocus system that makes it perfect for portraits. This is an analog camera truly made for the digital age.

WHO'S THIS CAMERA FOR

Anyone who wants the best possible experience with instant photography. For beginners, the I-1 is as easy to use as the beloved Polaroid 600-type, but you get more control over the end result. Portraits turn out even better thanks to autofocus and the ring flash. Experienced photographers will enjoy the I-1's full manual

control, which no other instant camera can offer. Set shutter speed, aperture and more through the I-1 App, which also offers tips and tools for those who like to experiment with creative techniques for unique results.

The I-1 uses a new generation of instant film which doesn't require a new battery with each film pack. The battery lives within the camera itself, so film is both better for the environment and less expensive than before. It also works with all Impossible film for 600-type cameras, giving photographers even more flexibility.

KEY MESSAGES

The Impossible I-1 is a new analog instant camera for the original Polaroid format - the most advanced instant camera system available today. Its unique ring flash and autofocus system make it the best instant camera for portraits. It's easy to use, which makes it perfect for beginners, but

also offers full manual control for seasoned instant photographers via the I-1 App. It lets you try out a variety of creative techniques to make your photos even more unique and special than they already are. It's good-looking, well-functioning and innovative - the best tool available for making real photos, no matter what your skill level. The I-1 is more than just a camera. It's the beginning of a new era for analog instant photography.

PRODUCT DETAILS

Availability: May 2016

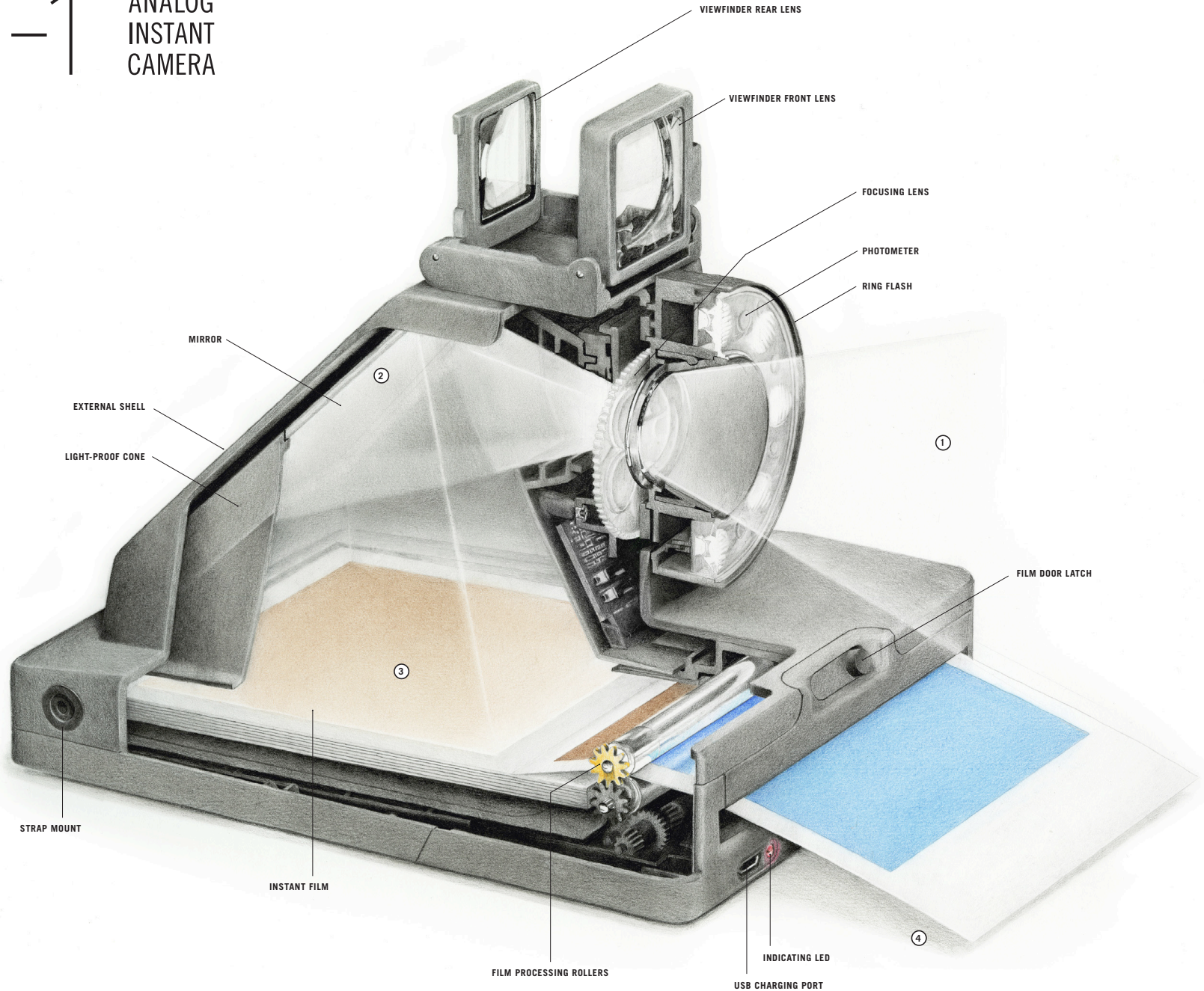
Product code: PRD9001

MSRP: \$299, €299, £229

Works with: I-TYPE and 600 film



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- ① When the shutter button is pressed, the shutter opens to allow light to enter the camera through the lens.
- ② Light is focused through the lens onto the mirror at the back of the camera.
- ③ The light bounces off the mirror and down onto the film. The film contains layers of light-sensitive chemistry. As light hits these layers, the image is exposed.
- ④ The instant photo is ejected through the rollers. These rollers break developer paste pods in the base of the photo frame. A blue paste then coats the image, triggering a chemical chain reaction that both develops the instant photo and shields it from light.

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Focused LEDs (x8)

Focused LEDs are the main source of power for the flash. The collimators around them focus the light into a tight beam, which gives the flash more range. They also double as the camera's user interface when used at low power.

Light and Range Meter

The light and range meter reads the amount of light and infrared information coming to the camera from the scene. This allows the camera to focus and choose the appropriate exposure time and aperture.

Diffuse LEDs (x4)

Diffuse LEDs "fill out" the scene with softer light. They allow for more balanced, well-lit portraits, and prevent the blown-out, ghostlike faces that are common to analog cameras.

IR Emitters (x2)

Two IR LEDs emit infrared light, which lets the camera gauge distance and focus by checking how much of the infrared light comes back.



Ring Flash Notifications

<p>REMAINING PHOTOS CONTROL KNOB: ○ → ●</p>	<p>NO PHOTOS / NO FILM PACK CONTROL KNOB: ○ → ●</p>	<p>BATTERY LEVEL (%) CONTROL KNOB: ○ + SHUTTER BUTTON</p>	<p>SEARCHING FOR DEVICE CONTROL KNOB: ⚡</p>



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TECHNICAL SUMMARY

The I-1 is a point and shoot instant camera with autofocus, for the original white frame format. It uses an advanced ring flash, for better portrait photography and also as the camera's user interface. It has a detachable, mechanical pop-up viewfinder. It uses Bluetooth 4.0 to connect to an iOS and WatchOS App that enables multiple photographic features. The first features to ship include a remote trigger, timer, noise trigger, double exposure feature, and full manual control of the camera's shutter (both shutter speed and aperture).

This is the first instant camera to:

1. have a ring flash
2. work with an app
3. offer full manual control over shutter speed and aperture*

*whereas this is accurate for all cameras on the market today, early Polaroid® cameras of the 50's didn't have automatic modes, so full control was available for peel apart film. This was phased out as soon as integral film was launched in 1972 with the SX-70.

TECHNICAL SPECIFICATIONS:

Length: 145mm

Width: 110mm

Height: with VF 108mm / without VF 99mm (to top of lens barrel)

Weight: 440 grams (without film pack)

Materials:

Outer shells: Polycarbonate + ABS plastics with soft touch rubberized coating

Viewfinder, Viewfinder mounting plate, strap mounts: Zink Aluminum alloy

Lenses: Optical grade Polycarbonate and Acrylic Lenses, coated

Shutter system: custom design, using precision step motors for shutter and focus control

Optical System:

6 lenses total, with 5 possible configurations

5 zone autofocus system, using reflective IR ranging

Focal length: 82 - 109mm

Field of view: 41 degrees vertical, 40 degrees horizontal

Flash System:

12 LED advanced ring flash, consisting of:

8 focused LEDs for increased range + 4 diffuse LEDs for softer light at closer distances (portraits).