

# Polaroid



# APPLICATION OVERVIEW

## Step back into the past and get a glimpse of the future.

The Polaroid app captures the interactivity and instant satisfaction of the original camera while integrating new technologies to allow the user to do even more.

- ➔ **Four cameras**  
Choose one of four cameras in the evolution of Polaroid.
- ➔ **Edit**  
Edit images and add text to further personalize your Polaroid.
- ➔ **Photo album**  
Save your Polaroids on your phone or on Polaroid Studio where you can upload an unlimited number of photos and albums.
- ➔ **Sync**  
Any update to the albums on your phone, will be automatically synced to the albums on Polaroid Studio.
- ➔ **Share**  
Share the app on Facebook, Twitter and by Email. Also share your pictures and entire albums with your friends on Facebook.
- ➔ **Store**  
Stay up to date on the evolution of Polaroid products by linking directly to the online store.



# DIFFERENT CAMERAS

## The Black & White Camera

Sometimes an image just needs to be Black & White. No switching film or post process editing: choose the camera and you're ready to shoot.



## The Vintage Camera

Capture a retro look by choosing the Vintage Polaroid camera. Desaturated colors and paper scratches transform your image, making it appear as if it's been around since the sixties.



# DIFFERENT CAMERAS

## The Colorize Camera

Feeling creative? Choose the Colorize camera option and have full control of the color and intensity.



## The Classic Camera

This camera will produce a non-effected image with the traditional white Polaroid border. All cameras will allow the user to personalize the image by adding text on the border.



# DEVELOP YOUR POLAROID

**All the cameras will develop your picture just like the old Polaroids.**

Compose your shot, take the picture, and watch the picture slide into the screen. Shake and blow on your phone to speed up the development process.



# POLAROID STUDIO

Not only can you share the app with your friends but there are two ways to share your Polaroids.



## **Polaroid Studio**

Polaroid Studio allows the user to upload an unlimited number of images, so you don't have to load up your phone with all of your pictures while at the same time keeping your pictures accessible to share at anytime.

**Any album you create on your phone will automatically get synced to your Polaroid Studio account.**



## **Social Media**

Easily upload entire albums to Facebook

