

Introducing the Prynt Case, the Smartphone Case that Prints Physical Photos with Secret Videos Hidden Inside Them

First-of-its-kind smartphone case uses augmented reality technology to print physical photos that play videos

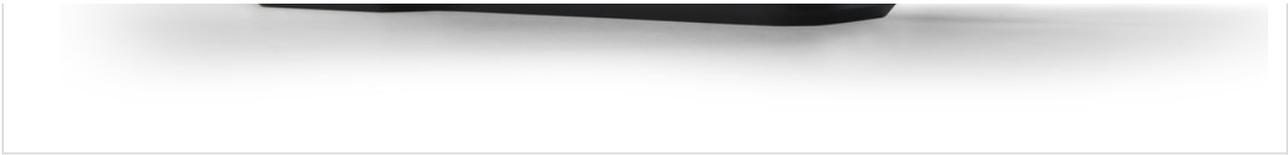
San Francisco — Prynt, a technology company reimagining the way we share digital content in the physical world, today announced that the Prynt Case, a first-of-its-kind, photo-printing smartphone case, is now shipping out to original Kickstarter backers and is available for purchase this holiday season. The case is designed to bring life to memories in an entirely new way via an augmented reality video experience.

The Prynt Case allows users to print physical photographs right from their phone. Each physical photograph also has a 6-second video hidden within it, which is recorded by the user through the app. Then, anyone with the app can point their phone screen at the printed photo and watch it come to life. The augmented reality technology instantly kicks in, overlaying and autoplaying the video within the frame of the printed photo.

“We wanted to bring back that nostalgia from the days when photos were something to be treasured, but in a way that is relevant to the 21st century and digital world. When everyone has a great camera in their pocket, we tend to take too many pictures and forget about them..”

— Clément Perrot, co-founder and CEO of Prynt







“There’s something magical about being able to hold a physical photograph in your hand, but then relive and pass on that moment as a secret keepsake to someone special.,,

— Clément Perrot, co-founder and CEO of Prynt

The case originally began as a Kickstarter campaign in early 2015, and gained traction as one of the [30 most successfully funded technology Kickstarters](#), as well as the most successful French company on Kickstarter. Now, just in time for the holidays, Prynt is the perfect gift for tweens, teens, millennials, and the selfie and Instagram-savvy people in your life. Orders placed by December 17 (or December 19 with priority shipping) will ship by Christmas, while supplies last.

Prynt offers a seamless experience with no wires, ink, Bluetooth, or cords, and is available for Samsung and iPhone. Kickstarter backers will begin receiving their cases this week, and Prynt Case is now available for purchase at www.pryntcases.com/cart for \$149. The Prynt app is available for anyone to download and view their hidden videos on Android and iOS.

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ABOUT PRYNT

Prynt is the next generation of instant camera for iPhone and Android. Just plug in your phone, take a picture, and get a printed photo in about 30 seconds.

Co-founders Clément Perrot and David Zhang were inspired to build the product after spending time with a friend’s original Polaroid one afternoon. They wanted to recreate the magical experience of sharing physical photos with friends, and also knew they could enhance it by incorporating smartphones, which are always with us and help us stay connected.

In one year, the company has grown to a team of photography enthusiasts with engineering, design and marketing backgrounds based in San Francisco and Paris. Their first product, the Prynt Case, launched in early 2015 with a [Kickstarter campaign that raised over \\$1.5 million](#).



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