

# Polaroid



🕒 21 September 2022, 23:00 (CEST)

## Polaroid launches Music in Full Color with a range of Polaroid Music Players and Polaroid Radio

Polaroid's entry into music is rooted in the deep love and respect for music culture



[September 21, 2022] NEW YORK, NY – Polaroid enters the music space with its colorful new lineup of music products. After more than 80 years of working at the intersection of art and science making products that inspire and empower creativity, Polaroid brings its energy and spirit to music. [Polaroid Music](#) includes four vibrant Bluetooth® [Polaroid Music Players](#), an experimental music discovery service called Polaroid Radio, and the Polaroid Music app.

“Great musicians and photographers capture what we can’t always express with words. They make us feel. We’re new in the music world, but we want to bring as much color and emotion to the space as we can. We’re excited about this new chapter while still being as committed as ever to instant photography,” Oskar Smolokowski, Polaroid Chairman, said.

The four Polaroid Players embrace the iconic brand’s design language: they’re playful, expressive, and designed for joy and humanity. There’s the smallest and most portable [Polaroid P1](#), the most wearable [Polaroid P2](#), the iconic boom-box-like [Polaroid P3](#), and the most powerful [Polaroid P4](#) — loud, portable speakers with a retro-futuristic feel. The classic red button is a nod to the legacy of instant photography and its famous red camera shutter button. The Player’s analog dial is purposefully designed to change Polaroid Radio stations without picking up a phone. This adds an analog experience, making the Polaroid Players tactile objects rather than simply smartphone extensions.

[Polaroid Radio](#) is the heart and soul of the Polaroid Players and available to every music lover on the web or via the Polaroid Music app. In a world of algorithms, Polaroid puts radio back in the hands of real people: artists, DJs, and curators designed stations featuring up-and-coming tracks as well as old favorites. It’s an experimental take on internet radio. Five ever-evolving FM-like stations that are human-curated, free, and ad-free. Like five sonic worlds, with no pause, skip, or rewind.

Polaroid Radio is available on the web at [radio.polaroid.com](http://radio.polaroid.com) or via the Polaroid Music app in US, Canada, UK, France, Germany, Italy, Netherlands, Sweden, Portugal, and Austria for launch, more territories coming soon.

Polaroid Players are available at [Polaroid.com](http://Polaroid.com) and retailers worldwide in a selection of colors inspired by the Polaroid Color Spectrum. P2 and P3 models are also exclusively available in gray at [Polaroid.com](http://Polaroid.com).

[P1 Music Player](#): \$59.99

[P2 Music Player](#): \$129.99

[P3 Music Player](#): \$189.99

[P4 Music Player](#): \$289.99

Find out more about the Music in Full Color campaign on [YouTube](#).

Download the Polaroid Music app on the [Apple App Store](#) or on [Google Play](#).

**For more information, please contact:**

Ruth Bibby

Global Public Relations Manager

[ruth@polaroid.com](mailto:ruth@polaroid.com)

+1 478 287 9194

\*Please ensure that all imagery is credited to the photographer in the filename (if provided) as well as Polaroid.

For Polaroid inquiries please contact:

Polaroid PR Agency PURPLE: [polaroid@purplepr.com](mailto:polaroid@purplepr.com)



Assets: Polaroid Music | Polaroid Newsroom

Polaroid was founded by Edwin Land in 1937 as an icon of innovation and engineering. The company first produced ski goggles and 3D glasses for the US Army and Navy. It wasn't until 1943 when Land's daughter asked why she couldn't see a photograph of herself immediately that the idea for the instant camera was born. In 1947 it became a reality with the first ever instant camera.

It was the introduction of the breakthrough Polaroid SX-70 camera in 1972 that launched instant photography.

As we know it today, followed by landmark innovations such as the original OneStep, instant color film; and the Polaroid 600 and Spectra cameras and film formats.

Polaroid cameras went on to inspire artists such as Andy Warhol, Helmut Newton, Robert Mapplethorpe, Maripol, Keith Haring, and Guy Bourdin who raised the brand to the status of a cultural icon.

In the 1990s and 2000s, the swift rise of digital technology eclipsed instant photography and Polaroid announced the end of instant film production in 2008. But that was short-lived; a dedicated group of instant photography fans under the name 'The Impossible Project' saved the last Polaroid factory in the Netherlands. Since then, they have been the only people in the world making film for vintage Polaroid cameras.

In 2017, The Impossible Project re-launched as Polaroid Originals: a brand dedicated exclusively to Polaroid's original analog instant photography products. Bringing analog instant photography back under the Polaroid umbrella was a significant milestone, but it was not the end of the journey. In March 2020, Polaroid took the next step and became one brand, with the one name: Polaroid.

Today, Polaroid has analog instant photography at its core and represents the brand that people all over the world came to know and love for over 80 years. By unifying its entire product portfolio under one name, Polaroid is setting out its new vision as a global brand that will continue to create products that bring people together in human and meaningful ways.



# Polaroid



Polaroid