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▲ Polaroid Mod Instant Camera

Introducing Polaroid Mod: the instant camera with creative modes built for real analog creativity

As the world runs after speed and perfection, the new Polaroid Mod invites you to fall in love with the creative process.

Today, Polaroid announces Mod, a new instant analog camera designed to celebrate the process and reward of analog photography.

With four creative shooting modes at the turn of a dial, Mod is designed for creative people who want to do more than point and shoot, without needing to be an expert behind the camera. Each mode offers a different starting point for playing with light, movement and composition.



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The Mod launch is another expression of Polaroid's belief that the best of life is analog. At a time when tools are being implemented to remove friction, the new camera goes against the tide by celebrating curiosity, exploration and play, encouraging people to experiment with the process rather than chasing a pixel-perfect outcome.



Four ways to experiment

- **Split Shot**

Using the Split shot accessory, divide your image into two halves and capture both in one photo

- **Motion Freeze**

Capture movement by recording motion first and flashing at the end of the exposure.

- **Double Exposure**

Layer two exposures onto a single photo, blending different subjects, scenes or moments into one image.

- **Light Painting**

Use a long exposure to capture light movement. Move a sparkler, or another light source through the frame to create trails and shapes.

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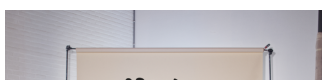
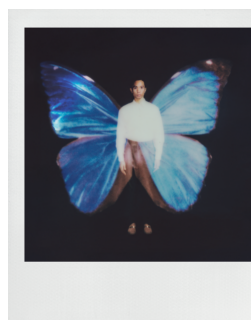
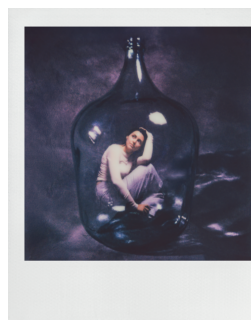


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"With Mod, we wanted the creative experience to be built into the physical design of the camera. That's why the four shooting modes sit directly on the dial rather than behind menus or settings. You can see them, turn to them and start experimenting. A lot of the engineering work went into making each mode intuitive to use while still giving you room to play with the result. We wanted the camera itself to encourage you to try something different every time you pick it up. "

Stine Bauer Dahlberg, Chief Product Officer, at Polaroid



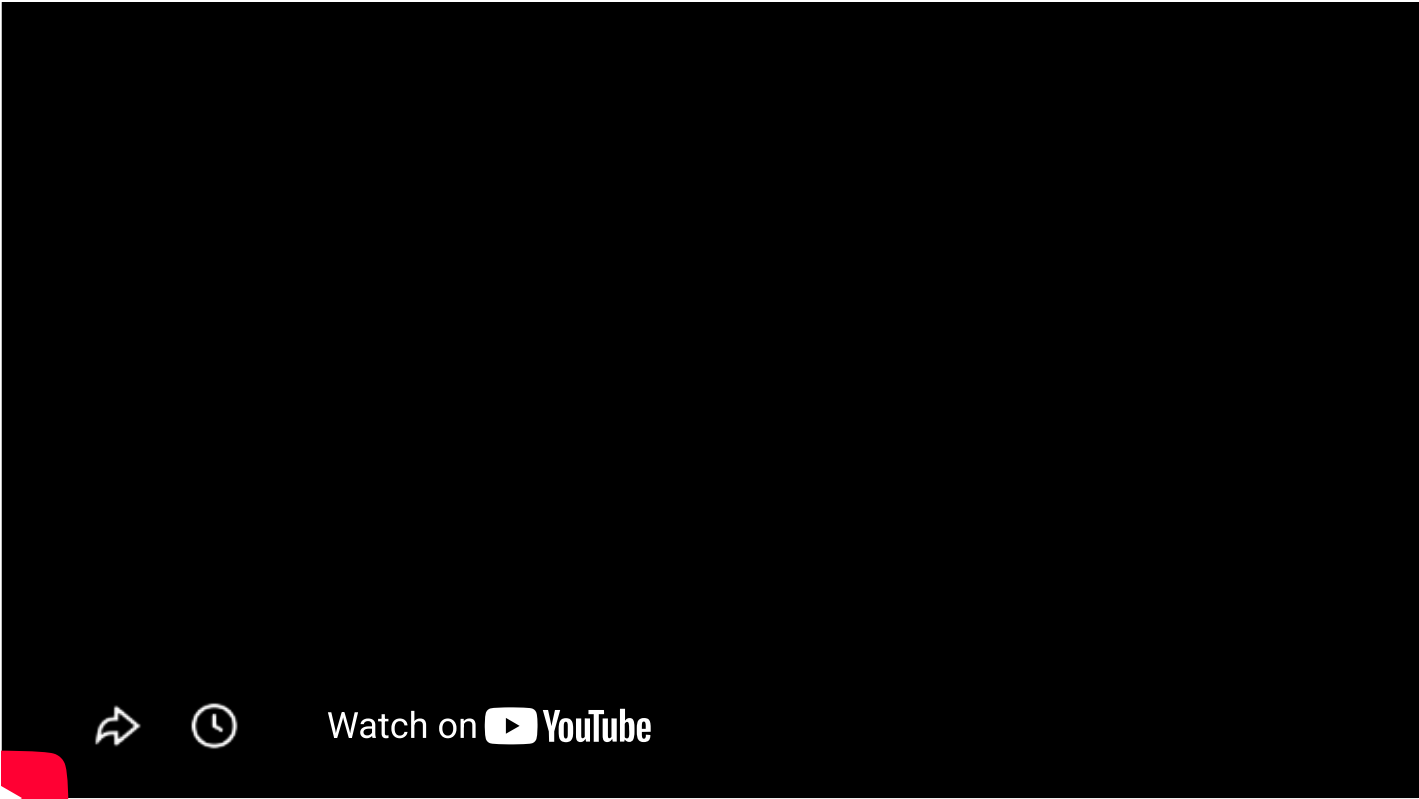


Linus Johnson, a photographer and long-time member of the Polaroid community, was one of the first people to use the Polaroid Mod.

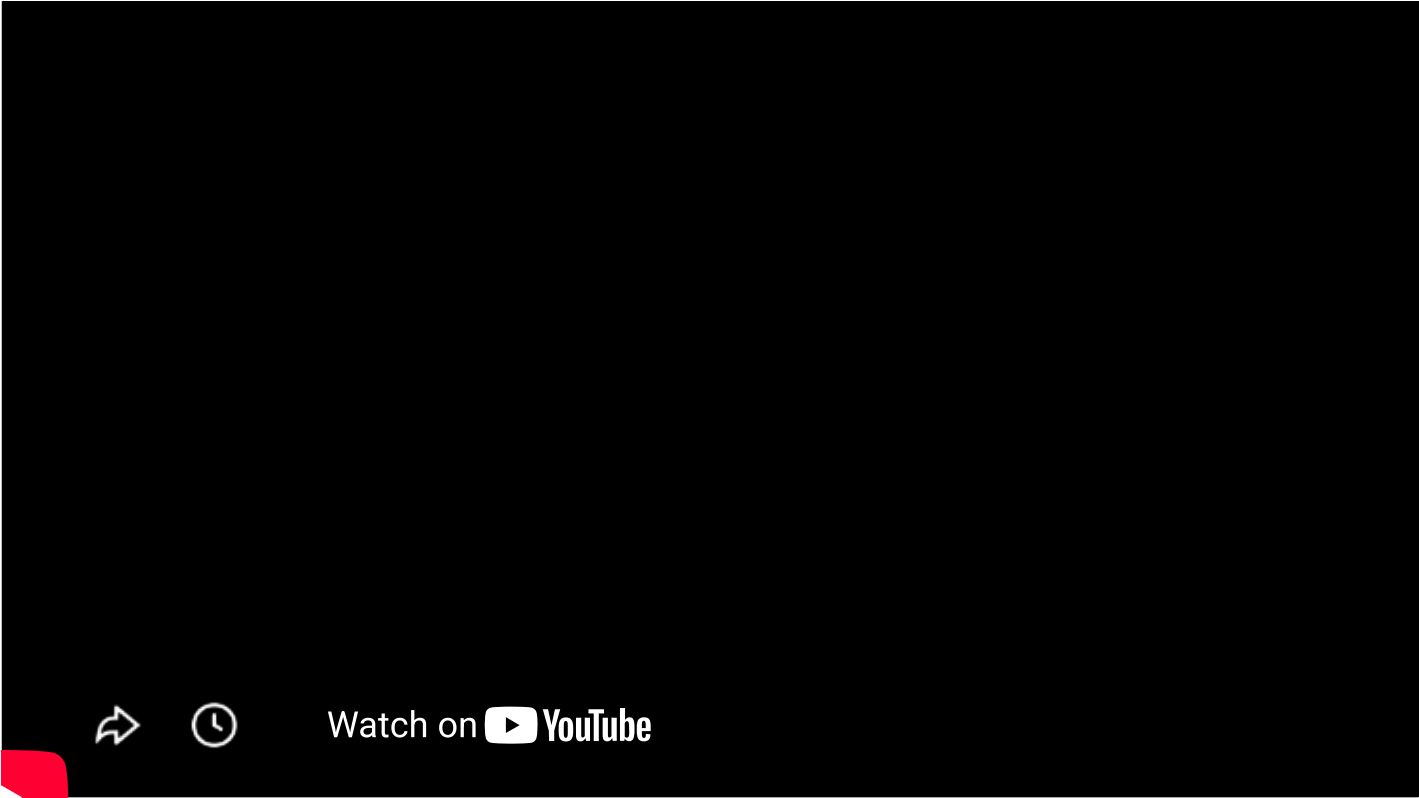
"My favorite mode with the Polaroid Mod was absolutely Motion Freeze. It's a breath of fresh air - and using it is too. I loved that all it took for me to make an amazing Polaroid image with this feature is to turn the lens to the Motion Freeze symbol... and let the camera expose my images with it's automatic metering, and it nailed it. It's a super unique, fun, and intuitive and it allowed me to stay in the moment and focus on my scene and composition. "

Linus Johnson, photographer





▲ Polaroid Mod - Motion Freeze



▲ Polaroid Mod - Double Exposure

Polaroid Mod Camera: €169.99, £149.99, \$169.99

The Polaroid Mod will be available on [Polaroid.com](https://polaroid.com) from **September 29, 2026**, through selected retailers in the US from **October 6 2026** and in the rest retailers globally early **2027**.



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About Polaroid

Polaroid was founded in 1937 by Edwin Land as an icon of innovation and engineering. The company's launch of the Polaroid Land camera in 1947, which marked the genesis of instant photography, and subsequent introduction of the breakthrough Polaroid SX-70 camera in 1972 and many others, would firmly cement Polaroid's standing as a technological pioneer and cultural phenomenon during its peak. However, at the turn of the century, the company would be faced with new realities surrounding digital technology's swift rise and ceased the production of instant film in 2008. But that was short-lived; a dedicated group of instant photography fans would save the last Polaroid factory in the Netherlands under the name 'The Impossible Project,' paving way for the eventual rebirth of the original 'Polaroid' brand in the years following.

Today, Polaroid is in pursuit of unlocking the beauty in everyday life with instant photography tools that empower creators across the globe to capture meaningful moments. With recent introductions like the world's smallest instant camera, the Polaroid Go camera, and the world's first instant camera with built-in manual controls, the Polaroid I-2 camera, the company that we have come to know and love for over 80 years is rooted back in the spirit of analog innovation for the modern age.

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