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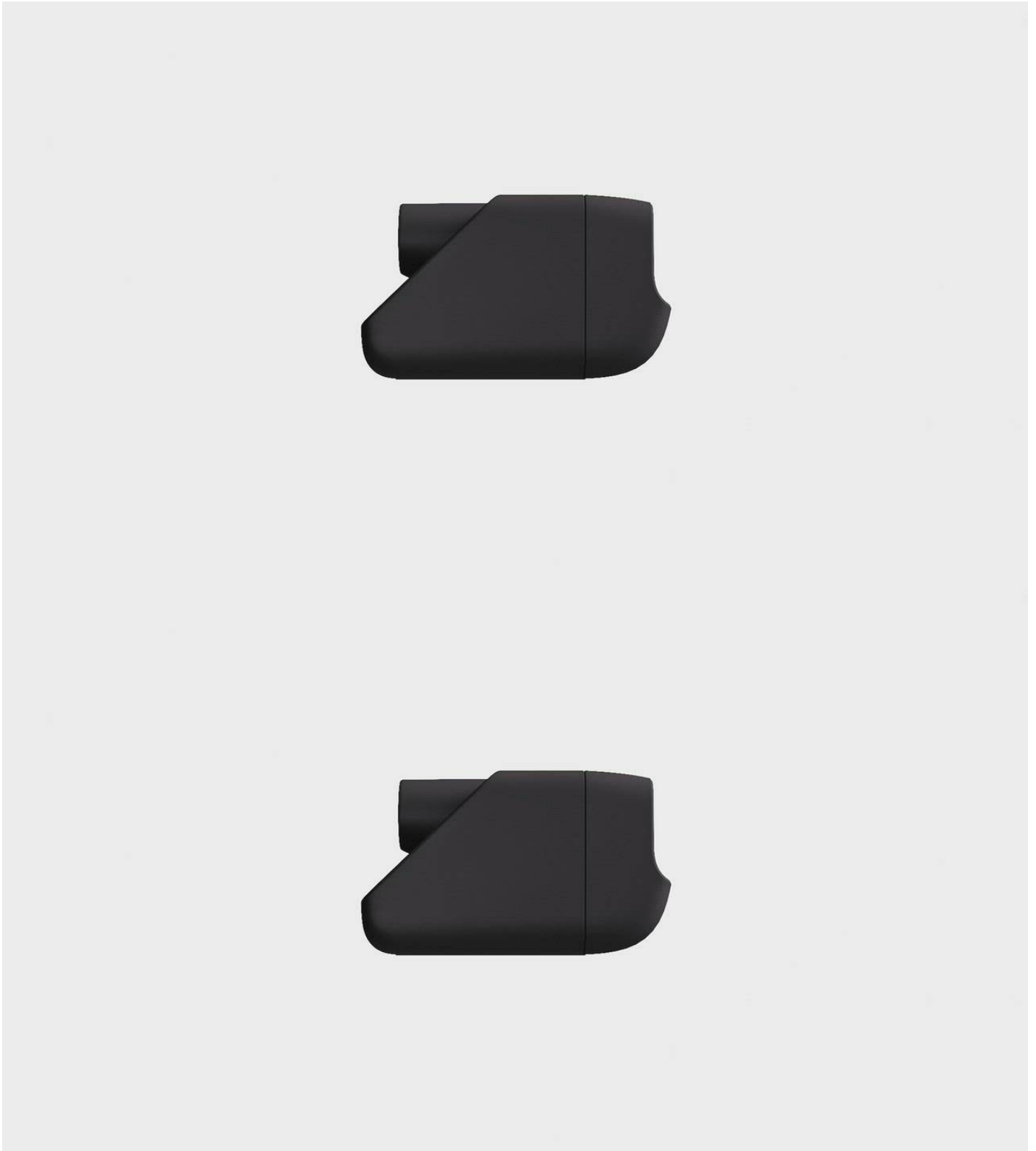
# As Gen Z craves to slow down, Polaroid introduces the Go Generation 3

The brand's smallest camera is designed for an analog summer

Today, in time for summer, Polaroid announces the launch of the [Polaroid Go Generation 3](#) – the best Polaroid Go yet.

The compact instant camera, using Polaroid Go film, creates small-format instant photographs in the same iconic Polaroid frame, in a portable format designed for

capturing everyday moments on the go.



▲ Polaroid Go Gen 3

The launch comes as younger generations gravitate toward more tactile and intentional ways to experience everyday life. From phone-free concerts and clubs to low-fi

aesthetics, analog experiences continue to resonate with Gen Z consumers looking for moments that feel more personal, tactile and lasting.



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Being Polaroid's smallest instant analog camera, it's built for travelling, festivals and spontaneous social moments. It's easy to carry and simple to use, including a built-in selfie mirror, self-timer for group shots, and double exposure mode for fun and creative instant photography.

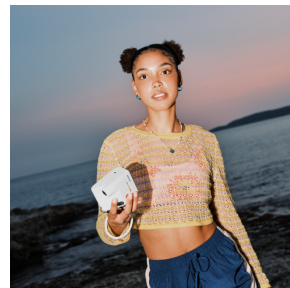
**"With Polaroid Go Generation 3, we set out to design the world's smallest instant camera that still takes picture-taking seriously. We focused on perfecting the optical system, integrating a genuinely powerful flash, and optimizing the camera for great, close-up selfies of you and your friends. Every decision supports how people actually use a camera this small, while delivering strong performance across different lighting conditions. All of that engineering work is wrapped in a new personality and design that keeps all the joy people expect from Polaroid."**

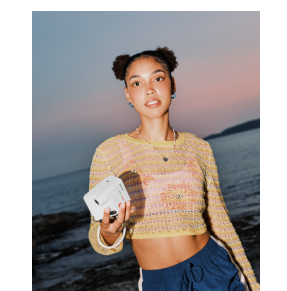
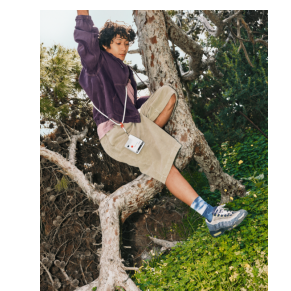
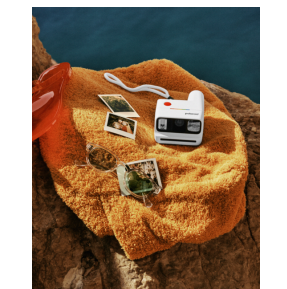
Stine Bauer Dahlberg, Chief Product Officer, at Polaroid

The **Polaroid Go Generation 3** will be available in five colors including white, black, teal blue and ice blue starting **June 2nd** on [Polaroid.com](https://polaroid.com) and at selected retailers.

\$89.99 / €89,99 / £79,99

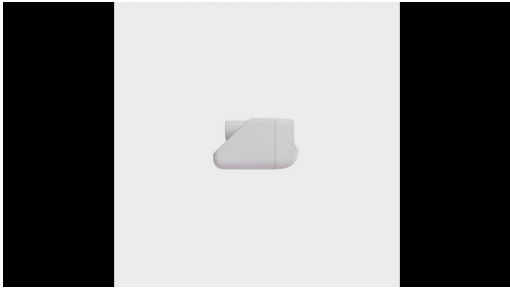












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## About Polaroid

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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