



Product Introduction

900Zoom 35mm Camera

Polaroid introduces the 900Zoom 35mm camera to US markets in the 2nd quarter, 1999. The camera extends the current product line and incorporates key features such as a big viewfinder, automatic wind/rewind, hybrid lens (glass coated plastic/plastic), automatic flash, red eye reduction and a simple modern design.



Features and Benefits

- 35 – 70mm Power Zoom
- All-Glass Lens System
 - *Sharp images*
- Active Infra-Red Auto Focus, With 30 Zones
- Apertures: f/5.3 – f/10
- Small and Compact
 - *Lightweight*
- Programmed Electronic Shutter
- Focus Range:
 - *Wide: 0.7m*
 - *Inf/Telephoto: 0.8m*
 - *Inf/Super Macro: 0.3 – .7m*
- Six Flash Modes:
 - *Auto Flash*
 - *Auto Flash w/ RER*
 - *Flash Off-Focus to Infinity;*
 - *Flash Off*
 - *Fill Flash*
 - *Slow Synchronized*
- Easy-to-Read LCD Panel
- LCD Panel Functions:
 - *Exposures Remaining*
 - *6 Flash Modes*
 - *Self Timer*
 - *Countdown on Rewind*
- Viewfinder:
 - *Real Image Zoom Finder*

CCC Resource: Ed Dacey
Telephone: (781) 386-5490
e-mail: dacey@polaroid.com

Features and Benefits (continued)

- Macro Setting
 - *Close-up photography*
- Auto Film Handling
- Self Timer
- DX Film Sensing
 - *ISO 100/200/400/800*
- Red Eye Reduction
- 1 3V CR2 Lithium Battery
- Dimensions: 117 x 64 x 42mm
- Weight: ~205 gm w/o batteries

PID Configuration

630467 US Blister Kit

Market Launch

The 900Zoom will be sold in Europe in the 1st Quarter and sold in the US during the 2nd Quarter, 1999.

Marketing Channels

The 900Zoom camera will be distributed to Wal-Mart and other existing retail and mass merchandising accounts. The camera will be bundled with film and batteries and sold in a blister format.

Warranty

Polaroid warranties the 900Zoom for one full year after purchase.