

<http://www.pocket-lint.com/news/12241/polaroid-digital-instant-mobile-printer>

Polaroid launches Zink Bluetooth-enabled mobile phone printer

"Instant pics for the digi age"

by Amy-Mae Elliott published on 14 January 2008

Polaroid has launched a PictBridge, Bluetooth and USB-enabled Digital Instant Mobile Photo Printer for both digital cameras and mobile phones.

Roughly the size of a deck of cards, the Polaroid Digital Instant Mobile Photo Printer is described as the "simple way to instantly share photos trapped on mobile phones".

Actually a badged product - the device is made using ZINK's Zero Ink Printing Technology - Polaroid is pitching the new device as "instant pictures, but for the digital age".

With no ink involved, and therefore ink cartridges to replace, the image creation is done in the paper - a composite material that houses cyan, yellow and magenta dye crystals in a protective polymer overcoat.

Before printing, the dye crystals are colorless, so the photo paper appears white but heat activation brings photos to life, developing in less time than a traditional Polaroid photo.

We are awaiting pricing and availability info for both the printer and the paper, and will update the story as soon as we have it.

