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Polaroid PoGo Printer gets UK launch date

Inkless Zink printer coming soon

by Stuart Miles published on 13 March 2008

Polaroid has announced its inkless mobile printer called Zink is getting a name change and a release date in the UK.

From today the printer will be called the Polaroid PoGo as in "Polaroid to Go" and will cost £99 when it launches in May.

In development for over 10 years, the printer will offer users the chance to print business card sized (2 x 3 inch) colour photos from their mobile phone via Bluetooth or digital camera via PictBridge without the need for a computer.

The size of a large smartphone (0.93 x 2.83 x 4.72 inches), the Polaroid PoGo printer uses thermal printing meaning there is no ink needed. Instead users will use Polaroid's specially designed paper, which will cost an expensive £3 for 10 sheets.

The company also confirmed it would be releasing the printer in a fetching pink and orange in time for Christmas later this year.

The process takes just 60 seconds from pressing go to a print in your hand and the photo paper will have a sticky back so you can stick them to your mates, the wall or anything that moves.

The printer does come with a lithium-ion battery, however it will be able to print just 15 images before needing a recharge.

