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## Polaroid announce PoGo Instant Digital Camera

CES 2009: Combines printer and digital camera all-in-one

by Verity Burns published on 9 January 2009

Following on from the PoGo printer launched in July 2008, Polaroid has announced the all-in-one PoGo Instant Digital Camera, a new device that combines a digital camera and instant printer in one portable package.

With the push of a button, users will be able to select from any of the photos on the camera, crop or edit them on the 3-inch LCD screen, and then print full colour 2 x 3-inch prints in less than 60 seconds.

"This is the digital version of our traditional instant camera, which consumers have loved since the 70s", says Jon Pollock, vice president and general manager, Digital Imaging.

"With this product, Polaroid will bring the magic of instant photography to a whole new generation".

The integrated printer uses the same ZINK Zero Ink paper and printing technology as the PoGo printer before it, meaning there is no need to replace ink cartridges - all that you need is already in the paper.

The Polaroid PoGo Instant Digital Camera will be available, beginning in the States, from March 2009 with a price tag of \$199 (around £130). UK pricing and dates are yet to be announced.

ZINK photo paper will be sold separately, and is currently selling for the PoGo printer at £7.95 for 30 sheets.

