



THE MARKET

Nothing captures the moment like pictures. Whether it's recording priceless family activities or documenting work, photography has truly become an essential part of life. And nothing could be more captivating or magical than witnessing those pictures develop before your very eyes. Polaroid instant cameras and film make this magic possible. For more than 50 years, Polaroid has continued to expand its line of products and engage people in a way that only instant photography can.

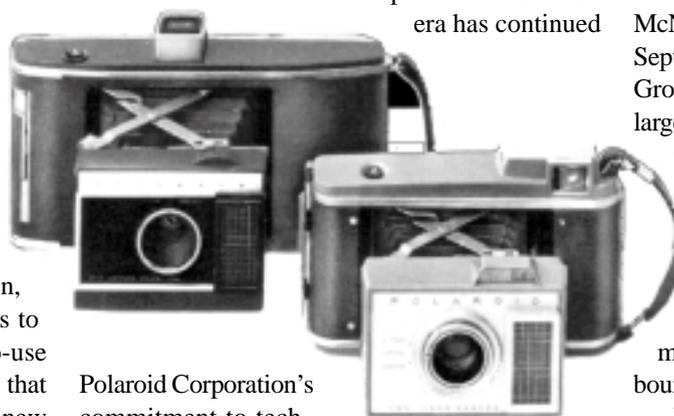
Developed in the late 1940s by scientist and inventor Dr. Edwin Land, the Polaroid one-step photographic process and cameras were a breakthrough in technology that was quite literally ahead of its time. Since then, Polaroid has built upon its original concepts to create a full line of smarter, faster, easy-to-use instant photographic products, in all formats, that elevate the picture-taking experience to new heights. Polaroid understands that people will always be keenly interested in capturing memories on instant film. Consumers will always celebrate holidays, professionals will always need to document their work, and artists will always look for new forms of expression. So, as long as people continue to take pictures, Polaroid will be there to make it possible.

ACHIEVEMENTS

As the originator of self-developing film, Polaroid is the worldwide leader in instant imaging. Since its invention, Polaroid instant photography has provided photographers with new mediums to explore, whether for personal, professional, scientific, artistic, or proofing purposes. From everyday moms and dads taking photos of their child's first smile, to renowned artists such as Ansel Adams, Andy

Warhol, David Hockney, and Annie Liebowitz creating one-of-a-kind works of art, Polaroid has played an important role in capturing memorable images.

Through innovative products such as the One-Step instant camera, Polaroid has appealed to people who believe there is no substitute for seeing their pictures instantly. The introduction of the Spectra instant camera has continued



Polaroid Corporation's commitment to technological improvements and larger format films. With each new camera, Polaroid has advanced instant photography by providing consumers with an easier-to-use product and a higher-quality instant image. The release of the best-selling i-Zone Instant Pocket camera became the first camera specifically designed for the teen generation. The phenomenal popularity of this fun, hip camera and film has proven that instant photography and the Polaroid brand appeal to a wide range of audiences.

In fact, Polaroid has a long history of working with dedicated professional photographers who utilize Polaroid materials in the creation of great imagery. Polaroid instant prints are in the permanent collections of museums around the world including The New York Metropolitan Museum of Art, The Museum of Modern Art in New York, the

Victoria and Albert Museum in London, and the Centre Georges Pompidou in Paris.

Having pioneered many professional cameras and film, Polaroid is responsible for creating the world's largest instant camera, the one-of-a-kind 40x80 camera. The 40x80 is capable of producing prints measuring 44 inches wide and up to 100 inches long, and was used by photographer Joe McNally to document the tragic events surrounding September 11 for a photo expose entitled "Faces of Ground Zero." Polaroid also created the 20x24 large-format camera, which stands five feet tall and weighs 235 pounds. This unique camera was developed to accurately reproduce works of art, especially paintings and tapestries, but was also intended as a creative tool to make original photographs. These remarkable cameras are just part of the Polaroid commitment to expanding the personal and commercial bounds of instant photography.

Polaroid instant cameras have been the first choice of professionals in many fields. The Macro 5 SLR camera, a fully automatic, portable camera with five built-in close-up lenses, was designed specifically for medical documentation, manufacturing, and law enforcement. The Polaroid line of film-based instant identification systems are utilized worldwide to meet customers' high-level security needs.

While Polaroid has made numerous achievements in the world of instant photography, they have also made several important contributions to child safety and education. To increase national awareness of missing and exploited children, Polaroid and the National Center for Missing & Exploited Children created "Project KidCare," a child photo identification and safety education program. As part of this commitment, Polaroid has raised more than \$1.3 million in donations to date. Polaroid has placed its trusted name behind this campaign in hopes of educating parents and protecting their kids.



HISTORY

In 1944, Dr. Edwin Land, the founder of Polaroid Corporation, was inspired to create the instant camera and film as a response to his young daughter's curiosity over why she could not see the picture he had just taken. Dr. Land first demonstrated instant film at the Optical Society of America meeting in New York City in 1947. The Model 95 Land Camera and Type 40 sepia-toned instant roll film went on sale for \$89.50 at Boston's Jordan Marsh department store in 1948. Dr. Land hired Ansel Adams as a consultant the following year, as sales of the Polaroid Land Camera exceeded \$5 million in its first full year on the market.

During the 1960s and throughout the 1970s, Polaroid continued to bring innovations to instant photography, from the first camera with automatic exposure, to professional models with macro- and microphotographic capabilities for use in research labs, hospitals, universities, and industry.

Over the years, Polaroid has carried on its proud tradition of pioneering innovations in instant photography, and continues to be a permanent fixture in people's lives.

THE PRODUCT

As the leader in instant photography, Polaroid has created the most recognized instant cameras and film for use by the general consumer. Through constant advances, Polaroid is able to offer a full line of consumer instant products that range from self-adhesive i-Zone mini-photos to floppy disk-sized Spectra pictures.

Professional photographers have also come to rely on the Polaroid family of products. Whether for final art or reliable proofs, Polaroid offers professionals a variety of quality film and media for any application.

And through the advent of branded instant film, Polaroid has provided numerous large corporations — such as Unilever, Miller Brewing, Procter & Gamble, Oscar Meyer, The Jelly Belly Candy Company, and PBS — with a unique opportunity to enhance their own brand awareness. Pre-exposed film allows clients to place their logo, artwork, or any custom message directly within the instant film image area, so each photo develops displaying their message or logo on it. Pre-Printed Border Film comes with a company's name or special message pre-printed directly on the border surrounding the image.

RECENT DEVELOPMENTS

Since the earliest days of Dr. Land's remarkable invention, innovation has been at the heart of everything Polaroid does. In recent years, Polaroid has captured the imagination and excitement of a whole new generation with the i-Zone Instant Pocket camera, currently the world's number-one selling camera among teens. Adding to the photo-taking experience, Polaroid introduced i-Zone Fortune Film, a new instant film that reveals fortunes, messages, or jokes on every picture when pulled from



the camera. As the picture develops, the mysterious phrase fades away.

Looking toward the future, Polaroid is applying its advanced technology expertise to deliver Instant Digital Printing. This new technology is intended for a variety of applications from digital camera photo prints to retail advertising displays, and will be capable of producing high-quality, digital prints with features and speeds never before seen or imagined. Instant Digital Printing promises to completely revolutionize digital printing forever.

PROMOTION

From its inception, Polaroid has understood the importance of advertising and public relations in its pursuit of widespread brand recognition. National television advertising has helped to deeply ingrain the Polaroid name in the minds of the American public. One of the more memorable campaigns paired Mariette Hartley and James Garner, who charmed consumers with their wit and chemistry for more than half a decade. In the new millennium, Polaroid has found tremendous success with its new tag line: "Click Instantly." The latest ad campaign, entitled "Let Me In," has had significant impact on brand perceptions, nearly doubling the recall average, and expanding the product appeal well beyond the traditional core audience.

Polaroid Corporation's award-winning public relations efforts have been equally successful in keeping the Polaroid brand top-of-mind with consumers. Seeking to reach a larger teen audience, Polaroid sponsored singing sensation Britney Spears' North American concert tour. This event was the perfect opportunity to promote the youth-oriented, ultra-hip i-Zone Instant Pocket Camera to Spears' teen audience and further solidify Polaroid's connection to Generation Y.

BRAND VALUES

For consumers and professionals alike, the name Polaroid stands for instant photography. Polaroid has always recognized that its brand value rests

on two essential concepts: quick and simple. Developing products that are meaningful to the customer, and putting forth innovations that address the needs and demands of the mass-market consumer and professional have been the hallmarks of Polaroid's unique vision.

Because instant photography has the power to entertain, teach, amaze, inspire, document, catalogue, record history, evoke emotions, and preserve memories, the medium's importance cannot be overstated. On those occasions when you want to capture the moment and be able to enjoy it instantly, then there's simply no substitute for Polaroid.

"Polaroid," "i-Zone," "Polaroid Macro," "OneStep," and "Spectra" are trademarks of Polaroid Corporation, U.S.A.

THINGS YOU DIDN'T KNOW ABOUT POLAROID

- Polaroid 3-D glasses were used to view the first 3-D stereoscopic movie, *Bwana Devil*.
- In 1965, Polaroid sponsored a new public television show, *The French Chef*, hosted by Julia Childs.
- Polaroid produced goggles and vectrograph 3-D pictures for use in aerial reconnaissance surveys in World War II.
- The billionth pack of instant film was produced in 1991.
- Nearly 15 Polaroid pictures were taken every second in 2001.
- The Polaroid i-Zone camera has become the number-one selling camera in the United States.
- Polaroid creator Edwin Land served as a member of President Kennedy's Foreign Intelligence Advisory Board.
- More than 300 million instant sticky pictures have been snapped during the i-Zone brand's brief three-year history.
- In the United States, a Polaroid instant camera has been standard equipment for more than one out of three law enforcement officers.