

PRESS RELEASE

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FOR IMMEDIATE RELEASE

NEW IMPOSSIBLE INSTANT FILMS COMING UP

Enschede, 22 July, 2010. After Polaroid stopped instant film production in 2008, Impossible saved the last production plant in Enschede (NL) and started developing new instant film materials for vintage Polaroid cameras. Since March 2010, Impossible is manufacturing a monochrome film for Polaroid SX 70 and 600 camera models. Now the range of new instant films by Impossible is undergoing an exciting expansion.

PZ 600 Silver Shade for Polaroid Image, 1200 & Spectra cameras

Today, July 22, Impossible releases a new, monochrome instant film of the legendary, larger integral instant film format for usage in all Polaroid Image, 1200 & Spectra cameras. This new material introduces the beautiful monochrome characteristics of Silver Shade chemistry to the cinematic Spectra/Image format. Based on the latest, state-of-the-art Silver Shade chemistry this new film is especially targeted towards the experienced analog photographer as it is highly manipulable, featuring a surprising potential of characteristics, soft tones, delicate moods and astonishing detailed results. All details and user manuals are available on www.the-impossible-project.com/pz

Datasheets, packaging and sample photos now available: www.the-impossible-project.com/press

PX 70 Color Shade / First Flush Edition for Polaroid SX 70 cameras

On July 29 Impossible will release its first color instant film; quite a miracle considering that not even the most optimistic experts believed in the re-invention of the highly complex instant color system. PX 70 Color Shade is reminiscent of the beloved expired, original Polaroid Time Zero film and delivers unique images by rendering astonishing pastel tones with crisp details. Combined with a highly sensitive overall exposure performance and strong characteristics, it allows achieving breathtakingly charming results. Optimized for usage in Polaroid SX 70 cameras it provides a preview of the expanding Impossible Color Shade universe. The First Flush Edition will be presented in a 2+1 Starter Pack (including one free pack).

On July 29, datasheets, packaging and sample photos will be released at www.the-impossible-project.com/press

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