



## **Polaroid – We’re Back!!!**

*The makers of the world famous instant camera to announce their epic return at Homotech Middle East 2007*

Dubai, May 6<sup>th</sup>, 2007

### **From, Instant Cameras to Instant Electronics**

Ever wondered what happened to Polaroid – the company that gave us the Polaroid instant camera and taught us to “shake it like a Polaroid picture”? Well, at Homotech Middle East – the region’s fair for home appliances, home automation and consumer electronics - the makers of the instant camera will announce their return to the forefront of consumer technology with the launch of its all new line of cutting edge, consumer driven consumer electronics products.

Consisting of digital cameras, portable DVD players, LCD televisions, portable media players, digital picture frames and a unique media backup storage solution, the new Polaroid offering is crafted the Polaroid Mission, the company’s mantra since the first instant camera was conceived in 1943: to put the latest cutting edge technology in the peoples’ hands and give them the power to use it comfortably, affordably... and in an instant.

### **Some of the products to be unveiled at Homotech Middle East:**

- A “Full HD” 46-inch LCD television
- The only 10 mega-pixel digital camera in the market for less than AED 1,000.
- One of the region’s first digital picture frames
- A unique “no-click” external hard drive that backs up your computers photo archive... instantly.
- An all new lightweight portable media player that plays music, photos and videos
- The top selling line of portable DVD players in the United States

All those products will be on display and available for sampling by anyone and everyone visiting Homotech Middle East with demonstrations available on demand.

### **Get GREAT DEALS on Polaroid Products at the Polaroid Stand!**

Many of the Polaroid products will be on sale at the exhibition and Homotech visitors will all receive an **exclusive 10% discount** on the retail value on any of them they buy at the show.

## **WIN a brand new Polaroid LCD TV at the Polaroid Stand!**

The Polaroid stand will host a daily prize draw at 6.15pm with the lucky winner walking away with a 26-inch Polaroid LCD TV absolutely free!

## **Print Your Photos at the Polaroid Stand!**

Also featured on the Polaroid Stand will be the latest in digital photo printing technology courtesy of Shinko – the industry's leading photo printing manufacturer from Japan. Bring your photos on a memory card, USB drive or even your mobile phone and have them printed for you in photo studio quality in only a matter of seconds.

For those who may miss the event altogether, don't dismay, as the Polaroid line of consumer electronics products is can be found at all Switch Electronics, Radio Shack, Telefonika and Alltronix outlets with many more to be added shortly.

## **More Information?**

If you would like to receive more information on Polaroid Consumer Electronics, Shinko Printers or Hometech Middle East, please refer to the following websites and contact information:

Polaroid Consumer Electronics & Shinko Printers  
Website: [www.polaroid.com](http://www.polaroid.com), [www.shinko-elec.co.jp](http://www.shinko-elec.co.jp)  
Contact: Smart Business Developers International  
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MIDDLE EAST



13-15 May, 2007  
Dubai Intl. Convention and Exhibition Centre, U.A.E.