



The Polaroid Socialmatic Camera

Case of Study

facebook: <https://www.facebook.com/SocialmaticLLC>

twitter: @SocialmaticLLC

Relator: Antonio De Rosa, CEO of Socialmatic LLC

twitter: @aderosa75

Polaroid Socialmatic

Instant Digital Smart Camera



Socialmatic Photonetwork © 2014. Socialmatic, Socialmatic Pinwheel, Socialmatic Wordmark, Socialmatic Photonetwork, Mood Assistant are trademarks of Socialmatic LLC.
Polaroid, Polaroid & Pixel, Polaroid Classic Border Logo and Polaroid Spectrum are trademarks of PLR IP Holdings, LLC.



Socialmatic is the first “crowd-wanted” camera, desired by Internet users.

It comes to life basing its appeal on internet photo sharing phenomenon.

We want to fill the gap between the virtuality of a social network and the reality.

...thanks to the recovery of an "analog" component of the digital photography, such as printing and physical contact.

How does it work?



Try to imagine...



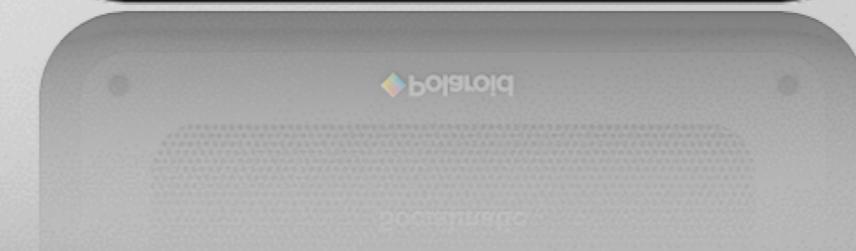


Your baby is just
birth...

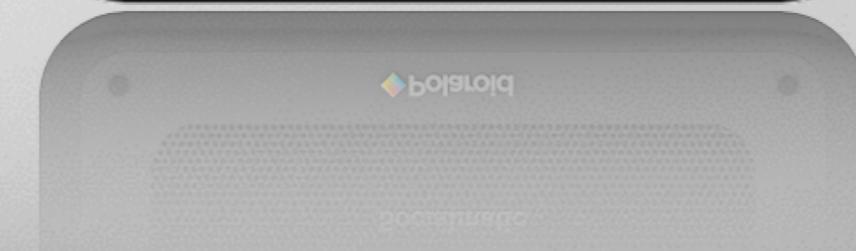


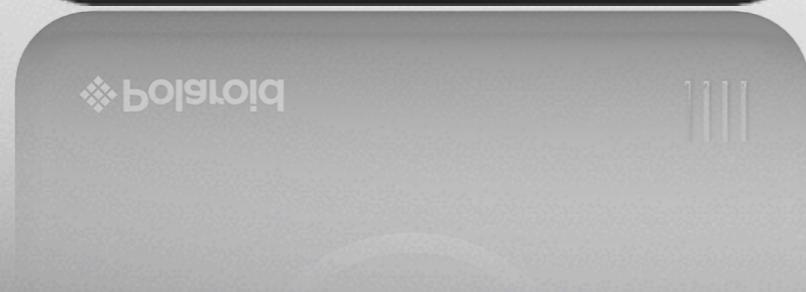
Take your Socialmatic
and shoot a picture!

Apply some filters...



Add icons and text





Thanks to WiFi or through
Bluetooth pairing with your
smartphone, you can share the
picture on Socialmatic
Photonetwerk, Instagram,
Facebook, Twitter...





But obviously you can also
print it...

and stick it where you want...











One More Thing...

In the top part of the photo
you can add a... QR Code.
A personal QR Code...



Antonio



...another user with the Socialmatic
Polaroid Camera or with another Polaroid
Socialmatic Camera can simply
point this QR code...



Antonio

257 Follower

1245 Following



...and he will be automatically a new follower for you on Socialmatic Photonetwork...and in the real life.



In this way an user can tell you he've "seen" your photo and he can also "move" it, physically or virtually!



Printing sizes



The Camera

Features

- 2" x 3" Zink® Instant Printer
- 14Mpx Frontal Camera
- 2Mpx Rear Camera
- LED Flash
- 4.5" Touchscreen
- 4GB Internal Storage
- Stereo Speakers
- GPS, WiFi and Bluetooth
- Frontal LCD with Mood Assistant A.I.™
- Socialmatic Instant Filters
- Zink Instant Printer
- Remote Printing Capabilities
- TF / MicroSD for External Storage
- Socialmatic Network Compliant*





132x132x30mm



132x132x30mm



132x132x30mm



132x132x30mm



132x132x30mm



132x132x30mm

Photonetwork



- “Analog” Nostalgic users;
- Hipsters;
- Photo sharing fans;
- Anyone who wants a smartcamera but has or does not want a smartphone;

WE WANT TO CREATE

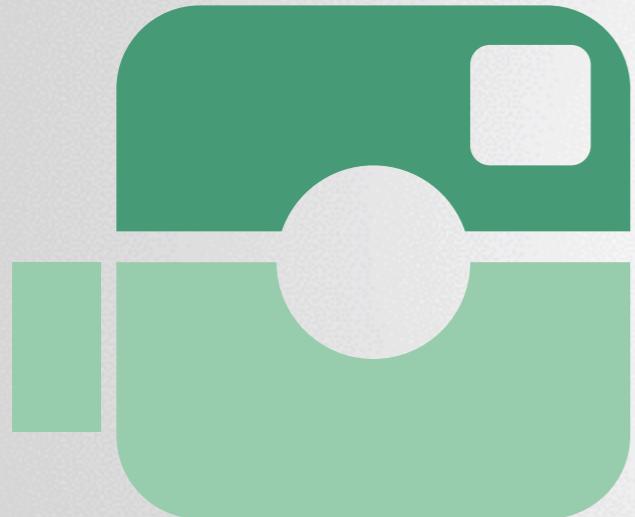




Socialmatic™

A new Social Network based on real photography.





Socialmatic

P H O T O N E T W O R K

The Polaroid Camera Social Network

Get Ready For A Revolution.

Introducing Polaroid Socialmatic. A new way to share your World.



EMOTIONS CONNECTIVITY PRINTING ANDROID SPECI

Square emotions.

Why this unique form factor?
Because we want to bring you a new experience.



Thank You!

facebook: <https://www.facebook.com/SocialmaticLLC>
twitter: @SocialmaticLLC

Relator: Antonio De Rosa, CEO of Socialmatic LLC
twitter: @aderosa75