

PRESS RELEASE 22th January 10



Back to Reality

The Impossible factory is working overtime but so is the rumor mill: Polaroid rocked CES in Las Vegas, dancing with Lady Gaga. This breathtaking performance so overwhelmed them that they obviously forgot to share the real facts about the future of Analog Instant Photography. The details are simple: *The Impossible Project is the one and ONLY institution in the whole milky way that will be capable of producing Analog Instant Film for Polaroid cameras.*

Back to the Future

The Impossible Project will present the status of its work to the public on

22nd February 2010

in New York - where Edwin Land presented the very first Analog Instant Picture publicly at the Annual Meeting of the Optical Society of America 63 years and 1 day ago, on 21st of February 1947. On this date he changed the world of Photography by announcing one of the most outstanding and successful photographic inventions in human history.

To honor this milestone of Polaroid Instant Photography, we kindly ask you to save the **22nd of February 2010**. You will then learn all about the exciting details of the Impossible future of Instant Photography. Details/invites are about to follow; a video of the presentation in New York as well as a comprehensive media kit will be available worldwide.

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