

**FOR IMMEDIATE RELEASE****LG LAUNCHES NEW ‘POCKET PHOTO SNAP’  
HYBRID CAMERA-PRINTER IN THE U.S.**

*Portable Device Lets You Instantly Edit, Print, Share and  
Preserve Life’s Most Precious Moments On-the-Go*

**ENGLEWOOD CLIFFS, N.J., Aug. 7, 2018** —LG Electronics USA has launched the LG Pocket Photo Snap, a new hybrid instant camera and portable printer, a 21<sup>st</sup> Century take on the retro instant camera. In an age of digital and online photo-capturing, the LG Pocket Photo Snap (Model PC389) allows you to once again hold, see and carry with you your most prized memories in a tangible, printed format instantaneously.

“The LG Pocket Photo Snap is much more than an instant camera. It’s a cool little device that gives consumers the ability to take high-quality photos and instantly share them both digitally and by printing them out on the spot to enjoy with family and friends,” said Tim Alessi, head of home entertainment product marketing at LG Electronics USA. “You can print instantly from your smartphone, too. LG designed the Pocket Photo Snap to be a highly portable travel companion that will enhance your enjoyment of all of those great moments you want to capture, enjoy and share.”

Beyond possessing the traditional advantages of instant cameras such as ease of use, sharing capabilities and the ability to review a shot straight away, the LG Pocket Photo Snap delivers a higher degree of control with its unique features. With a five-million-pixel resolution and 30-image printing capacity on a full charge, the LG Pocket Photo Snap is designed to capture stunning images anytime and anywhere. Its black-and-white mode adds the feel of a traditional analog camera and the reprint function allows users to print multiple copies for convenient sharing with friends and family, “taking advantage of the latest technology while preserving its retro appeal,” Alessi explained.

The LG Pocket Photo Snap is the only instant camera on the market that can produce black-and-white photos without a separate ink cartridge. It can also print photos taken on Android and iOS devices simply by connecting to the Pocket Photo Snap via Blue-

tooth. This easy connectivity allows users to share memories stored on their phone or tablet and make prints within 45 seconds. The LG Pocket Photo app also makes it easy and convenient to edit pictures prior to printing, turning it into a mobile photo studio you can store in your pocket.

The device prints photos through the same printing process favored by many professional photo printers. By using a dye-sublimation process, the Pocket Photo Snap delivers superior image quality with rich colors and great clarity. A first for instant cameras, the LG Pocket Photo Snap lays a transparent coating over the image to help protect it against humidity and reduce deterioration over time. The coating also prevents smudging of colors or degradation even if the photos get wet, preserving the cherished moments captured in a pristine, crisp state for a long time.

Unlike other models of instant cameras which deliver small prints, the Pocket Photo Snap produces larger 2.5 x 3.7-inch prints. The large, convenient photo paper also offers the option to peel and stick the photos anywhere you want. Available in pastel color tones and compact enough to fit almost anywhere, this device is the perfect accessory for on-the-go content capturers. The LG Pocket Photo Snap is available at Amazon, B&H and Fry's Electronics for a suggested price of \$179.99. Replacement photo paper and ink cartridge kits are priced at \$29.99. For more information, please visit <https://www.lg.com/us/instant-cameras>.

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#### **About LG Electronics USA**

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