IMPOSSIBLE BRINGS BACK B&W FILM FOR POLAROID IMAGE/SPECTRA CAMERAS

In August, last year, Impossible suspended production of its wide-frame B&W film for Polaroid Image/Spectra cameras. Essential structural components of the film could no longer be sourced, impacting on how the film functioned with the then existing film chemistry.

The problem lay in a custom adhesive and a thin rail that controlled the thickness of the paste spreading from between the film’s negative and the positive layers. The rails used for SX-70 and 600 films were too thick to be adapted to the requirements of the Image/Spectra film.

In an intensive effort by Impossible’s R&D teams in Enschede and Monheim, B&W Image/Spectra Film has been re-formulated and in the process, greatly improved. It now features a tonal range, contrast and sharpness that together with its fast development time, make it not only the best integral monochrome film Impossible has ever produced but possibly as good as any Polaroid had produced as well.

“We are always aiming at assembling the best components to produce unique instant photography materials. Issues in the sourcing of components, even the smallest ones, can suspend production for several months. This new release of the Impossible B&W film for Polaroid Image/Spectra camera marks a new milestone in our research towards an entirely new range of films featuring improved tones and a faster development time”, says Stephen Herchen, Impossible’s CTO, who divides his time between R&D teams in Enschede, The Netherlands, and Monheim, in Germany.

Polaroid Image/Spectra cameras are not as well known as the near-legendary Polaroid SX-70. Originally marketed towards professionals, many Image/Spectra cameras have relatively sophisticated focus, flash and
exposure compensation controls and are thought to take higher-quality pictures than the economical and popular 600 Polaroid camera.

First introduced by Polaroid in the late 1980s, Spectra film (called ‘Image’ outside of North America) is different than the regular integral film for SX-70 and 600 Polaroid cameras. It has a wide image area of 9.0 x 7.3 cm (3.5 x 2.9 in), although it is otherwise identical to 600 film in ISO speed and development method.

Impossible started producing Image/Spectra film in 2010, a few months after introducing new Color and B&W films for Polaroid 600 and SX-70. Derived from the same materials used for the B&W film for Polaroid 600 cameras, Impossible launched the very first B&W Image/Spectra film in instant photography history. Polaroid itself never produced a monochrome film for Image/Spectra cameras.

Creed O’Hanlon, Impossible’s Berlin-based CEO, says: “The Image/Spectra system allows photographers to capture the ‘decisive instant’ in a wider, more cinematic format that many prefer. With its more refined functionality and controls, they can experiment more with it too. We were determined that with this new B&W Image/Spectra film, a great camera finally got the great film it deserved!”

The new Impossible B&W for Polaroid Image/Spectra will be available on the 1st July through the Impossible Online Shop and selected resellers worldwide.

For more information, images and interview opportunities please contact:

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**About IMPOSSIBLE**
The Impossible Group is a fast-growing young company with around 120 employees in Austria, Germany, the Netherlands, Britain, France, Poland, the USA, and Japan. Its core products are Polaroid-format instant film, refurbished Polaroid cameras, and our own-designed range of analog instant cameras. In 2008, Impossible purchased the last factory in the world manufacturing Polaroid instant film. In 2010, it began producing re-formulated versions of classic Polaroid formats, including SX-70, 600, Spectra-Image and 8x10 instant films, at plants in Enschede, in The Netherlands, and Monheim, Germany. These films saved 200 million Polaroid instant cameras from becoming utterly useless. Now, at its creative headquarters in Berlin, Germany, the company is intent on creating the future of analog instant photography.