

The World's Only Paper Camera Designed Specifically for Kids

Taiwanese entrepreneur George Lin was born into a traditional Taiwanese family. As the youngest of six children, he grew up in humble circumstances and never got the chance to enjoy more expensive items, like cameras. In fact, as Lin grew up, he had only a few childhood photos, most of which were of poor quality. He would watch enviously as other people would flip through their own photo albums or pose for family portraits. One day, he told himself, I will change all of this!

In July of 2013, George Lin's dream came true when Paper Shoot, the company he founded, introduced its first paper camera, a product that is capturing the hearts of both children and adults alike.

Paper Shoot cameras are developed with a child's perspective in mind, from the inside to the outside of the camera. Each camera features a water-repellent case made of paper, which can be decorated with everything from cartoon characters to cute animals to bright colors and even the owner's own artwork, which encourages children to explore their own creativity. Just 12-millimeters thick and weighing only 80 grams (including the weight of two AAA batteries), the camera has a sturdy cardboard body that is strong enough to withstand accidental drops. In addition, the camera's approachable price tag of around US\$50 puts parents' minds at ease about letting their kids use these cameras.

Designed to be simple and easy to use, Paper Shoot cameras have four built-in photo effects that automatically adjust to lighting conditions, enabling children to effortlessly shoot their own masterpieces. Older children can further explore their own photography skills by using an external lens.

With a background in the technology industry, Lin knows how to make the best use of Taiwan's robust manufacturing supply chain and strength in high-tech components, and Paper Shoot sources its image sensors, camera lenses, and paper pulp from the same suppliers that work with Apple.

Though Paper Shoot was launched just a year ago, it has already cooperated with Sanrio's Hello Kitty and even Taiwan's Presidential Palace to develop customized cameras. It continues to research and develop the next generation of paper camera, with efforts being made to increase the pixel resolution to 5 million and improve the camera's anti-vibration feature. In addition, plans are being made for a paper case

that can be used with Lego bricks, so that users can create an even more personalized camera

Right now, Paper Shoot is looking for international partners, and it is George Lin's wish that one day soon, children around the world will be able to use his paper cameras to capture memories of their childhood in photographs.

For more information, please visit: <https://www.papershoot.com/enu/index.html>

全球唯一專為孩子們設計的紙相機

中國家庭中的長子，總會得到最多的關注與資源，排名越後面的孩子，打從出生起就得自己想辦法爭取目光與焦點。來自台灣的企業家 **George Lin** 在家中排行第六，從小到大，被忽略是家常便飯，他特別羨慕爸媽抱著孩子拍合照，眼中看著別人翻閱著一本本的照片冊，他卻拿不出小時候的照片。小小的心靈中，他自己告訴自己：我未來一定要改變這件事！

2013 年七月，**George Lin** 夢想成真，他成立的公司 **Paper Shoot** 推出了第一款不光是孩子、連大人都為之驚豔的紙相機。

Paper Shoot 相機的裡裡外外都是從孩子的角度出發。紙做的防潑水外殼，不論是卡通人物、可愛動物、彩色世界、甚至自己塗鴉成千變萬化的外觀，給足了孩子們無極限的創想自由。紙殼更是輕薄機身的防護罩，即使不小心掉落，也不容易產生粉碎性的折損，加上紙相機本身平易近人的價位(一台約 50 美元)，萬一孩子真的玩壞了，家長也比較不會心疼。

兼具拍照與攝影功能的 **Paper Shoot** 相機，為了讓孩子們能輕鬆上手，內建四段情境自動調光，讓兒童們也能拍出佳作。至於大一點的孩子，則可透過外接鏡頭，體驗更進一步的拍攝樂趣。

科技業背景出身的 **George Lin**，善用台灣製造的高科技零組件，**Paper Shoot** 相機看似陽春，但內容都很講究，包括影像感測器，鏡頭，機身紙殼等，皆與 **Apple** 的供應商合作。

紙相機推出一年來，已深獲重視，不僅 **Sanrio's Hello Kitty** 指名合作，連總統府都採購為致贈外賓的禮物。新一代的紙相機，除了解析度提升至 500 萬畫素外，也增加防手震功能，另外，外殼結合樂高積木，讓使用者能 **DIY** 創作出更個性化的機身。

Paper Shoot 正在尋找全球合作夥伴，**George Lin** 希望紙相機的問世，能讓每個孩子都能留下童年的美好記憶。

<https://www.papershoot.com/enu/index.html>