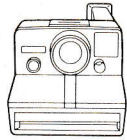


Polaroid



IT'S EASY!

Just aim and press the button. Your picture ejects automatically and develops before your eyes.

Throughout the text you will find a series of numbers. Each of these refers to a picture on the fold-out pages at the back.

Camera parts

- | | |
|---|----------------------------------|
| A. Viewfinder | G. Lighten/Darken control |
| B. Socket for Electronic Flash # 2351 and Flashbars | H. Electric eye |
| C. Lens | I. Picture counter |
| D. Shutter button | J. Slot for Tripod Mount |
| E. Film door latch | K. Serial number (inside camera) |
| F. Picture exit slot | |

The picture counter: The counter moves to "10" when a film pack is inserted and the film door is closed. After you take a picture, the counter will indicate how many pictures are left in the film pack. When you have taken the tenth picture, the counter will be blank and the camera will not operate. (If you should reinsert a partly used or empty pack, the counter will also automatically reset to "10".)

How to take the picture

Film loading: Your camera uses only Polaroid SX-70 Land film. Each film pack provides ten color pictures and also contains a battery to power the camera. To load film, push the latch (1) forward to open the film door. Hold the film pack by the edges only (2) and insert it all the way into the camera. Close the film door, keeping your fingers away from the exit slot. The camera will immediately eject the film cover (3). Remove it. (If the cover is not ejected, see "Camera problems.")

How to hold the camera: Hold the camera in the palm of your left hand (4).

Never put your fingers in front of the picture exit slot or the electric eye.

To aim and shoot: Look through the viewfinder. Be sure you can see all four corners of the image area. Position yourself so your subject "fills" the viewfinder. Don't come closer than 1.2m (4 ft.). Place your right forefinger on the shutter button (5). The other fingers should be curled into your palm, as shown. To steady the camera, press your right thumb firmly against the picture counter. Hold the camera steady and gently press the shutter button. Hold the button in until the picture comes out of the exit slot. Remove the picture, which will develop by itself, in the light, before your eyes. Do not bend, squeeze or cut the picture.

To remove an empty film pack: Open the film door. Pull the pack out by the yellow tab.

Indoor pictures

For indoor pictures, use the Polaroid Electronic Flash # 2351 or the 10-bulb Polaroid Flashbar. Both are specially designed for your camera. On the use of the Electronic Flash # 2351, see the instructions accompanying that accessory. If you use a Flashbar, insert it firmly into the socket on the top of the camera (6). Always do this with the camera pointing away from you. After the five bulbs on one side have been fired, reverse the Flashbar for five more flashes. When all the bulbs on the side facing the subject have been fired, the camera will not operate, so that you will not waste film. If you should insert a partly used Flashbar, the camera will automatically select the next fresh bulb for the next flash picture.

Never use flash where the atmosphere contains gases or dust that may be ignited by a spark.

Stay within the flash range: Your flash range is 1.2-2.7m (4-9 ft.) with the Electronic Flash # 2351; 1.2-2.4m (4-8 ft.) with a Flashbar. Closer, your subject will be too light and fuzzy. Farther away, your subject will be too dark.

The background is important: Place your subject close to a colorful background, if you can. In this way both the subject and the background will be well lit. Avoid dark or distant backgrounds.

Arrange groups carefully: All the persons in a group should be about the same distance from the camera, to assure they will all be lit evenly by the flash.

Outdoor pictures

In bright daylight, stand so the light comes from behind you or from the side. Do not shoot directly into the sunlight. Generally, subject and background brightness should be about the same. Uneven lighting could "fool" the camera's electric eye, which measures the light it "sees" coming from the scene and sets the shutter accordingly for an exposure. When taking pictures of people in shade, under heavily overcast skies or at dusk, use flash (see "Flash in daylight"). For scenic pictures in less than bright light, rest the camera on a firm support or use a tripod.

Watch the background: If a large part of the background is much darker than your main subject, the electric eye will tend to set the exposure for that background, and the subject will be too light in the picture. If the background is brighter than the main subject, the electric eye will tend to set the exposure for the bright background and, as a result, the subject will be too dark in the picture. You can correct this fault in one of two ways. Either come close to the subject, so that the electric eye "sees" only a little of the background, or adjust the Lighten/Darken control. Also, you can sometimes lighten the main subject, if it is too dark, by using flash (see "Flash in daylight").

The Lighten/Darken control: For most pictures, leave the Lighten/Darken control at the normal position (7A). However, if the main subject is too light or too dark in a daylight picture, you can use this control to adjust the exposure for another picture in the same location and the same lighting. For a small change, turn it one mark toward either Lighten (7B) or Darken (7C); for a greater change move it two marks. The electronic control circuitry in this camera was designed to read both the daylight and the light from the flash and combine them to produce a

properly exposed picture. Remember that the subject should be within the flash range. You will get best results when your subjects are about 1.5-1.8m (5-6 ft.) from the camera.

1. If the subject is in the shade and the background is bright, the exposure is in danger of being either too much for the background or too little for the subject. By adding flash, you can create an attractive, sunny, bright picture.
2. When the subject is lit from the side by strong sunlight, using flash can soften or eliminate unpleasant, harsh shadows. In bright sunlight, use a Flashbar. The Electronic Flash # 2351 may not fire in bright daylight.
3. A face that is lit only by a blue sky and not directly by the sun, would have a bluish appearance. The addition of flash provides the sense of sunshine.
4. In all outdoor situations other than bright daylight, the shutter will remain open for a relatively long exposure time, resulting in blurred pictures. Using flash reduces the exposure time and results in sharp pictures.

The film shade

Each picture that you take will come out of the camera in the same way as the film cover. As it is ejected, you will notice a black shade on top of it. This shade will automatically spring back into the camera when the film cover or picture is most of the way out. Its purpose is to shield the picture from light during the first moments of development.

Do not tamper with the film shade; it is a delicate part of the camera system.

Pictures in hot and cold weather

The SX-70 film will give best results when used at temperatures between 7°C (45°F) and 35°C (95°F).

When it is hot, keep camera, film and developing pictures away from direct sun, hot cars and all hot surfaces and areas.

When it is below 7°C (45°F), keep your camera and film as warm as possible. Put each developing picture immediately into a warm inside pocket for at least three minutes.

Care of the system

Camera: Keep it free from dirt and dust. If the camera body needs cleaning, simply wipe it with a damp cloth. To clean the lens, viewfinder window and electric eye, blow off any dust and then wipe gently with a soft, lint-free cloth.

Development rollers: Dirt on the rollers (8) in the film compartment door can cause repeated spots, bar patterns and other faults on your pictures. Inspect the rollers regularly, to be sure they are clean. While cleaning the rollers, it is best to leave an empty film pack in the camera, to prevent dust and dirt from entering the film compartment. Rotate both rollers with your finger; they should move freely. Remove dirt with a clean, lint-free cloth, moistened with water if necessary. Check the ends of the rollers, where dirt may collect, as well as the picture exit slot.

Film: Store film in a cool place. Do not break the seal on the film box until you are ready to use the film. Particularly avoid leaving your film or a loaded camera in a hot, humid place, such as the glove or luggage compartment of a car, or in direct sunlight.

Pictures: The brilliant pictures made with your SX-70 system are among the most stable and resistant to fading ever known in photography. They are extraordinarily durable, but you should take care not to fold or crease them. Do not cut a picture or trim its borders, as this would destroy its structure.

You can easily remove fingerprints on your pictures by "misting" the surface with your breath and then polishing with a tissue or a soft, clean cloth.

For copies and enlargements

Beautiful copies and enlargements can be made from your favorite pictures. For copy service information, contact your dealer or the nearest Polaroid office.

Camera problems

If you are using the Electronic Flash # 2351, the camera will not operate when the unit is turned off or not fully charged. Check the flash controls as described in the instructions for the flash unit.

If the camera does not operate when an **unused** side of a Flashbar is facing the subject, reverse the Flashbar or insert a new one. If you can then take a picture, the first side was faulty.

If the camera ejects the film cover or film only part way when you close the film door or press the shutter button, the battery in the film pack may be weak. Release the film shade so that it snaps back into the camera, and pull the film or film cover out.

If the camera fails to eject the film cover or film, the cause may be a weak or dead battery. Insert a new pack. If the film cover does not come out, press the shutter button. If this fails to get the camera operating, please contact the nearest Polaroid office.

Return any faulty film to Polaroid or to your dealer, who will replace it, provided the film has not passed its expiration date.

Causes of fuzzy or blurred pictures

Camera movement: Squeeze the shutter button gently and always hold the camera steady until the picture is ejected and all camera sounds stop.

Taking a picture in other than bright sunlight without using flash:

For best results outdoors in other than bright sunlight, place the camera on a firm support or use a tripod, or use flash.

Subject closer than 1.2m (4 ft.): Your camera was designed to give sharp pictures of subjects 1.2m (4 ft.) or more away.

Subject movement: Generally, the subject should hold still until the picture is ejected.

Other picture faults and their cure

Repeated spots or bars on picture: Clean the rollers (see "Care of the system").

Part of image area is blank: The film pack was probably damaged before or while being loaded. Never squeeze a film pack. Developer chemicals may leak onto the rollers and onto the back of the picture. Clean the rollers before taking further pictures. Avoid contact with the chemicals.

Warranty

If this camera proves defective within three years of the original purchase date, we will repair or, at our option, replace it free of charge. We will make no charges for labor, service or parts. We will also supply one pack of film, to replace pictures spoiled before the defect was identified. This warranty does not cover damage caused by accident, misuse or tampering with the camera. Repairs to correct such damage will be made at a reasonable charge.

To take advantage of this warranty, the camera must be returned to, and repaired by, one of the Polaroid Service Centers. The above warranty and provisions do not affect your statutory rights.

To obtain information and help

If you are unable to get good pictures, incorrect operation of the camera or a fault in the camera may be the cause. Review this instruction book. If you need further help, and before you return your camera for repair, please contact the nearest Polaroid office or see your dealer. If you write about a problem, please state the camera model, explain the problem and enclose sample pictures. Include your return address.

Accessories**Electronic Flash #2351**

Accessory Kit 186 A — contains a Self Timer, a Tripod Mount and a lucite picture frame.

Carry-All Cases 137 and 138 — with shoulder strap and pockets. Will hold camera, film, Flashbars and accessories.

Compartment Case 187 — a hard-bodied case, with shoulder strap. Will hold camera, film, Flashbars.

Soft Case 188 — with shoulder strap. Will hold camera, film, Flashbars.

Album 129 — holds 40 SX-70 pictures.

Album Refill 130 — to enlarge Album 129.