

## Polaroid Service Centers and Offices

### New Zealand

Polaroid New Zealand Ltd.  
Augustus House  
15 Augustus Terrace  
Parnell, Auckland 1  
Tel: 71-682

Mailing address:  
P. O. Box 37-046  
Parnell  
Auckland 1

### Nippon

Nippon Polaroid Kabushiki Kaisha  
Mori Building, No. 30  
9, Nishikubo Tomoe-cho  
Shiba, Minato-ku  
Tokyo  
Tel: (03) 434-5201

### Norge

Polaroid (Norge) A/S  
Industriveien 8B  
Postboks 80  
1473 Skårer  
Tel: (02) 70 47 10

### Österreich

Polaroid Ges.m.b.H.  
Kegelgasse 27  
1031 Wien  
Tel: (0222) 73 25 47

### Panama

Polaroid Interamerican, S.A.  
P. O. Box 2167  
Colon Free Zone  
Tel: 47-7285

### Puerto Rico

Polaroid Caribbean Corporation  
Charlyn Industrial Park  
Road 190, Km 1.7  
Carolina 00630  
Tel: (809) 768-1119

Mailing address:  
Dirección postal:  
P. O. Box 2032  
Carolina 00630

### Schweiz/Suisse/Svizzera

Polaroid A.G.  
Hardturmstrasse 175  
8037 Zürich  
Tel: (01) 44-72-72

### Singapore

Polaroid Singapore (Pte) Ltd.  
Ground Floor, O'Connor House  
98 Pasir Panjang Road  
Singapore 5  
Tel: 624987

Mailing address:  
Box 22  
Pasir Panjang Post Office  
Singapore 5

### South Africa/Suid Afrika

Frank & Hirsch (Pty.) Ltd.\*  
P. O. Box 1803  
Bree and Nugget Streets  
Johannesburg  
Tel: 28-3020

### Sverige

Polaroid AB  
Bredholmsgatan 10  
Box 204  
127 24 Skärholmen  
Tel: Stockholm 08/710 08 50

### U.S.A.

Polaroid Corporation  
Office:  
Cambridge, Mass. 02139  
Tel: (617) 864-4568

Repairs:  
89 Second Avenue  
Waltham, Mass. 02154  
\*Authorized Independent  
Repair Station

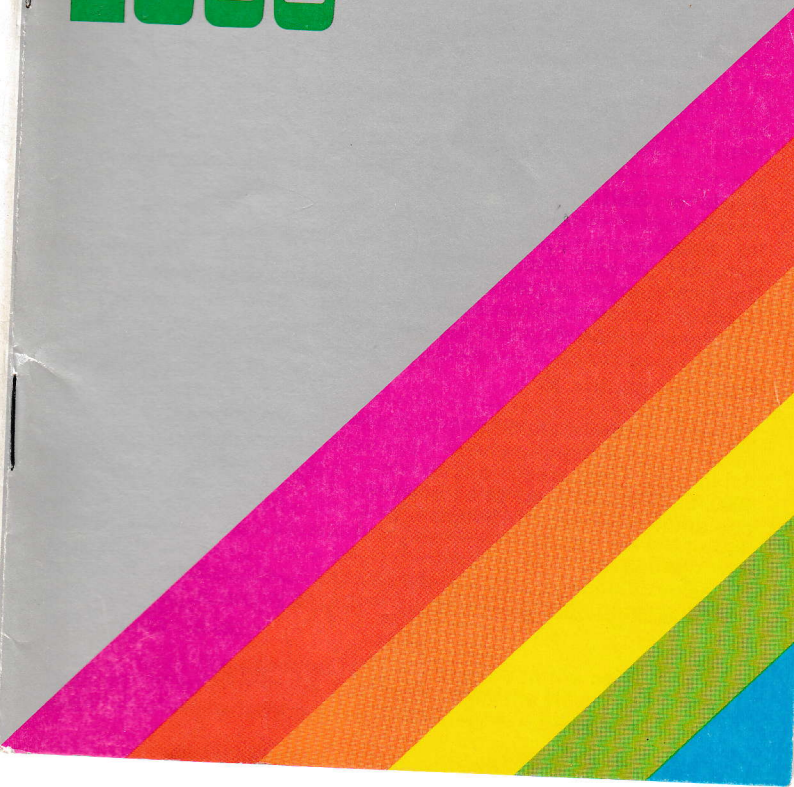
In addition to the repair stations  
listed here, there are approved  
repair stations in many other  
countries. To locate the one  
closest to you, write to the  
nearest Polaroid office, above.

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# POLAROID

# 3000

# 2000



The pictures that relate to the text are on the fold-out pages at the back.

**Camera parts**

- |                      |                           |
|----------------------|---------------------------|
| A. Viewfinder        | J. Lighten/Darken control |
| B. Flashbar socket   | K. Electric eye           |
| C. Distance scale    | L. Rangefinder window     |
| D. Flash range guide | (Model 3000)              |
| E. Lens              | M. Film compartment       |
| F. Shutter button    | N. Development rollers    |
| G. Film door latch   | O. Picture counter        |
| H. Film door (open)  | P. Serial number          |
| I. Picture exit slot |                           |

**How the camera works**

**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 page 10.)

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

**The picture counter:** The counter (4) 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 hold the camera:** Hold the camera in the palm of your left hand (5) or grip it with the fingers over the viewfinder housing and the thumb under the camera (6).



*Never put your fingers in front of the picture exit slot, the electric eye, or the rangefinder window.*

**Viewing the subject:** Look through the viewfinder. Be sure you can see all four corners of the image area.

### Focusing

In order to get sharp and clear pictures, you must focus the camera correctly for the distance between the lens and the most important part of your subject. With the Model 3000, you can do this either with the double-image rangefinder (see below) or by estimating the subject distance and setting the distance scale accordingly (see page 5). With the Model 2000, you must use the distance scale.

### The rangefinder (Model 3000)

In the viewfinder, near the center of the image area, you will see a small circle. Aim the circle at a part of the subject that is distinctly horizontal. Choose something that is the same distance from you as the point you want sharpest in your picture. With a person, this could be an eye, the mouth or the horizontal part of a collar.

Place your right forefinger on the lens ring (7). Slowly rotate the ring back and forth. When you see two separate images, the subject is out of focus.



Out of focus

Adjust the lens until the two images merge into one. When you see a single distinct image in the circle, the subject will be in focus.



In focus

### The distance scale (Model 3000 and Model 2000)

Carefully estimate the distance from the camera to your subject. Turn the lens ring until that distance is opposite the mark on the top of the camera. In the picture (8), the lens is set for 1,5 m (5ft.).

### How to take the picture

After focusing, frame the subject carefully in the viewfinder. Do not change your distance from the subject after focusing. Place your right forefinger on the shutter button (9). 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.

### Flash pictures

#### Accurate focusing is especially important with flash:

In addition to setting the camera for sharp pictures, focusing also affects exposure when flash is used. The camera automatically sets the right exposure for the distance to which the lens is set. If the subject is not at the distance for which the camera has been focused, the picture may be too light or too dark. However, the camera can adjust for minor errors so as to still produce a well exposed flash picture.

For most indoor pictures you should use flash. Use the 10-bulb Polaroid Flashbars which are specially designed for your camera. The flash range of the camera extends from 1m (3ft.) to about 4,5m (15ft.). It is indicated by a dotted line on the distance scale. Insert a Flashbar firmly into the socket on the top of the camera (10). 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.

### Three points to remember when using flash

**1. Focus carefully:** Focusing is important, not only for producing sharp pictures, but also for getting correctly exposed flash pictures. If the lens is not focused accurately, a flash picture may be too light or too dark, as well as unsharp.

**2. The background is important:** Place your subject close to a light-colored background, if you can. In this way both the subject and the background will be well lit.

**3. 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. When they are at different distances, only the person on whom the lens was focused will be correctly exposed; the others will be too light or too dark.

*For special purposes, you can use flash in daylight (see page 8).*

### Outdoor pictures

On sunny days, 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.

**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

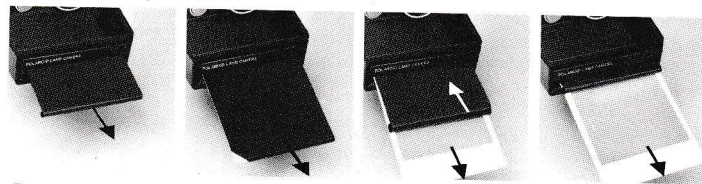
background, or adjust the Lighten/Darken control (see below). Also, you can sometimes lighten the main subject, if it is too dark, by using flash (see page 8).

**Sharpness - from near to far - in sunlight:** On bright, sunny days, if you set the distance scale to about 4,5m (15ft.), everything from about 2,5m (8ft.) to the most distant scene will be sharp in the finished picture. This technique will not work on overcast days, in dim light or with flash.

**The Lighten/Darken control:** For most pictures, leave the Lighten/Darken control at the normal position (11A). 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 (11B) or Darken (11C); for a greater change move it two marks. Do not use the control to correct for flash pictures that are too light or too dark. Such results are generally caused by inaccurate focusing.

### 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 is most of the way out. The shade will appear in the same manner with the ejection of each picture. Its purpose is to shield the picture from light during the first moments of development. The following illustrations show how the film shade operates.



*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). Please observe the following precautions.

**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.

### Flash in daylight

**You can use flash outdoors to get better pictures in a variety of conditions:**

1. *In dim light or deep shade,* use flash to avoid the long exposure time that would be required with daylight alone. Remember, long exposure times can lead to blurred pictures because of camera movement.
2. *When the background is very bright, but your subject is in shade,* use flash to brighten the subject. With daylight alone, the camera's electric eye would tend to set the exposure for the bright background and the subject would be too dark.
3. *Turn your subject away from the sun and then use flash to lighten the face.* In this way you can avoid the strained expression that is so common with people looking toward bright sunlight. At the same time, you can avoid the unpleasant deep shadows often cast by a high sun.

**Remember to focus accurately:** Keep the subject within the camera's flash range. You will generally get the best results when the subject is about 1.5 to 2m (5 to 6ft.) from the camera.

### Electronic flash

Some electronic flash units may work well with your camera. Others may not be compatible with your camera for various reasons, and may produce unsatisfactory results, or even damage the camera.

Before you buy an electronic flash unit, check with your dealer or with the manufacturer of the flash unit, to be sure it is suitable for use with your camera. If in doubt, contact the nearest Polaroid office (addresses on back page).

### 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 (12) 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:** Do not fold, crease, cut or trim SX-70 pictures. The brilliant pictures made with your SX-70 system are among the most stable and resistant to fading ever known in photography.

**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 (addresses on back page).

**Camera problems**

Remember that the camera will not operate when a Flashbar with 5 used bulbs facing the subject is on the camera, or when the film pack is empty.

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. Check the Flashbar box for replacement information.

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. This is particularly important in dim light. With the Polaroid Tripod Mount you can use the camera on most tripods.

**Incorrect focusing:** To obtain a sharp picture, the camera must be focused accurately.

**Subject movement:** Generally, especially in dim light, 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 as described on page 9.

**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 excludes all consequential damages. It 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 listed on the last page.

**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 (addresses and telephone numbers on the last page), 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**

The following can add to your picture taking fun with your camera:

**Accessory Kit 186** - contains a Self Timer, a Cable Release, an Adapter for mounting the Self Timer or Cable Release on the camera, and a Tripod Mount.

**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 115** - holds fifty-six SX-70 pictures.

**Album Refill 118** - to enlarge Album 115.