

**OneStep  
Land Camera**

**Polaroid**

The lower half of the image features a vertical stack of six horizontal color bands. From top to bottom, the colors are: a solid blue band, a green band with a fine halftone dot pattern, a solid yellow band, an orange band with a fine halftone dot pattern, and a solid magenta band.

## FULL ONE-YEAR WARRANTY

If your camera proves to be defective within the warranty period we will repair it or at our option replace it with a similar camera without charge. The warranty applies whether you do or do not return the registration card to us.

The warranty period is one year from the original date of purchase. **To verify the warranty period, you should keep the sales slip or other proof of the purchase date.** Without this information, the warranty period is two years from the manufacturing date on the camera.

If, within the warranty period, your camera is mailed to us for service from inside the U.S.A. it will be returned with a postal refund approximately equal to the cost of insured parcel post. We will also give you a free pack of film.

This warranty does not cover damage caused by accident, misuse, or tampering with the camera, and a charge will be made for such repairs.

**FOR WARRANTY SERVICE** the camera must be returned to and repaired by a Polaroid Service Center or Authorized Service Center. You can return the camera through your Polaroid camera dealer. If that is not convenient, see page 32 for information on how to return the camera, or call Customer Service toll-free at **800-225-1384** from anywhere in the continental USA except Massachusetts and Alaska. From those states, call collect (617) 864-4568. We can be reached Monday through Friday, 8 a.m. to 5 p.m., your time. In Canada call toll free 800-268-6970.

This warranty gives you specific legal rights and you may also have other rights which vary from state to state.

**This warranty excludes all consequential damages. Some states do not allow the exclusion or limitation of accidental or consequential damages, so the foregoing limitation or exclusion may not apply to you.**

## PICTURE TAKING IS A SNAP

Just look through the viewfinder and press one button. Your camera's pre-focused lens will make sharp images of everything beyond 4 ft.

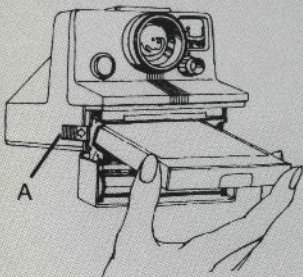
### TO LOAD THE FILM

Push the latch (A) forward. The film door will drop open.

Hold the film pack by its edges **only** and slide it all the way into the camera. (Gripping the pack above and below the yellow tab may damage the film.)

On some packs, a narrow plastic strip along the front will snap open when the film is pushed all the way in. Other packs will not have this strip.

Close the film door. You'll hear the camera eject the film cover. To remove an empty pack, pull the yellow tab.



### TO HOLD THE CAMERA

Grip it firmly in the palm of your left hand. Place your right thumb below the picture counter and your index finger on the shutter button. Curl the other fingers into your palm to avoid blocking the picture exit slot in front.

### TO AIM AND SHOOT

Bring your eye close to the viewfinder eyepiece so you can see all four corners inside the viewfinder.

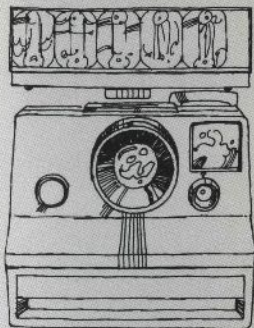
Move in close so your subject "fills" the viewfinder, but **not closer than 4 ft.**

**Squeeze the shutter button gently and hold the camera very steady until the film is ejected.**



## PICTURES INDOORS

For indoor pictures, you can now use a standard FlashBar or Polaroid's new Q-Light electronic flash.



## STANDARD FLASHBAR

With the front of the camera pointing away from you, insert the FlashBar into the flash socket. **Stand 4-8 ft.** from your subject and try to have your subject near a light, colorful background.

After 5 flashes, reverse the FlashBar and shoot 5 more. The camera automatically picks the next good bulb in a partly used FlashBar.

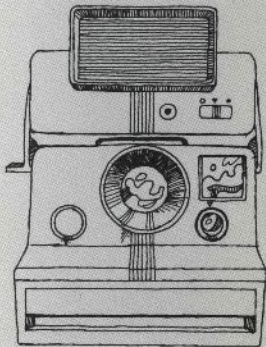
## POLAROID'S NEW Q-LIGHT #2351

Supplies about 60 flashes with a fresh set of batteries.\*

And its high-speed flash stops most action for remarkably sharp pictures.

The Q-Light snaps easily onto the top of the camera. See the brief instructions packed with the unit.

**Stand 4-9 ft.** from your subject and try to place your subject near a light, colorful background.



For important advice on electronic flash units, see page 30.

**Flash pictures should not be taken where the atmosphere contains gases or dust that may be ignited by a spark.**

\*Depending on battery type and frequency of use.



## PICTURES OUTDOORS: PEOPLE

**In bright daylight**, stand so the light falling on the subject comes from behind you or from the side.

**But use flash** when your subject is in the shade or when shooting under heavily overcast skies or at dusk. Your camera's fill-flash feature will automatically balance flash with daylight to give you pleasing well-exposed pictures.

Even in bright sunlight, you can improve your pictures with flash. See page 11.

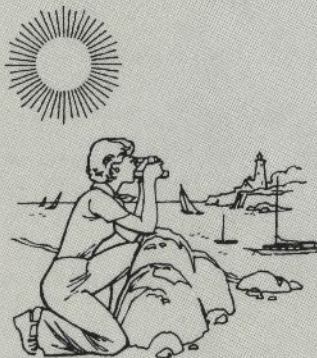
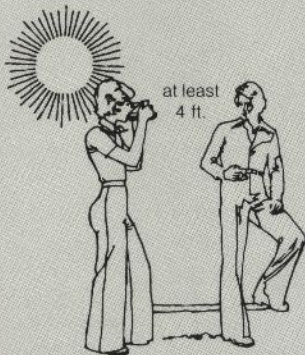
Although you can use flash outdoors over the full FlashBar and Q-Light ranges, you'll get particularly good results when you are about 6 ft. from your subject.

**Rule for success: If in doubt about the light, use flash.**

## PICTURES OUTDOORS: SCENES

**In bright daylight**, stand so the sun is behind you or at the side. If the sun is shining into your eyes (and into the camera's electric eye) the scene will be too dark in your picture.

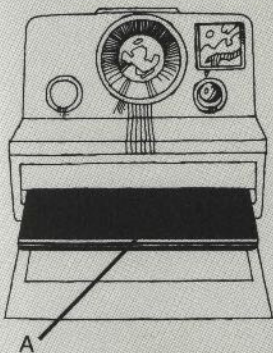
**If the light is not bright**, rest the camera on a firm support or use a tripod to prevent movement and fuzzy pictures. The camera can automatically make a time exposure for as long as 1 second.



## TAKING PICTURES IN HOT AND COLD WEATHER

**When it's hot**, keep the camera, film and developing pictures away from "baking" conditions like direct sun, hot cars and hot surfaces.

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



## THE IMPORTANT FILM SHADE

As each picture is ejected, it is covered briefly by a black shade (A) that prevents light from affecting the picture as it starts to develop. **Don't tamper with this delicate shade.** If it doesn't roll back after a picture has been ejected, lift its front end and it will snap back into the camera.

## NEED HELP? CALL US, TOLL FREE

If you have a picture taking problem, or a question for which you can't find an answer in the instruction book, call Polaroid Customer Service.

# 800-225-1384

That's our toll-free number from anywhere in the continental USA except Massachusetts and Alaska. From those states, call collect (617) 864-4568. We can be reached Monday through Friday, 8 a.m. to 5 p.m., your time. In Canada call toll free 800-268-6970.

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### Film and flash

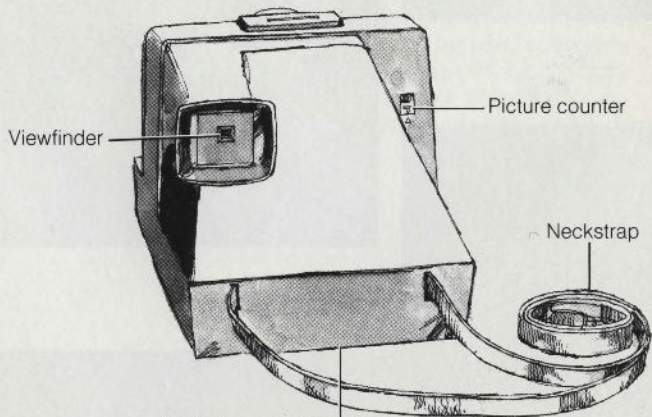
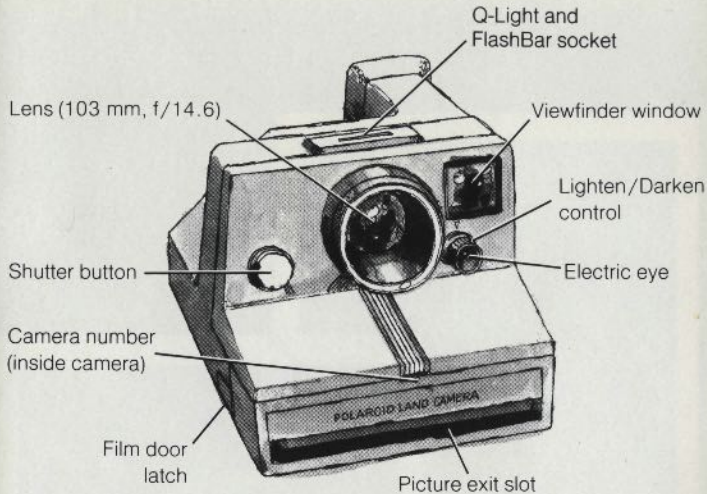
Your camera uses Polaroid SX-70 Land film. Each film pack provides ten 3 1/8 inch square color pictures, and contains a battery that powers the camera. For flash pictures, you can now choose between the standard FlashBar or Polaroid's new Q-Light #2351.

#### **POCKET PRIMER**

Brief operating instructions  
Detach and save

#### **PHOTO FACTBOOK**

Helpful picture-taking guide  
Read it once, refer to it often







### **Stay within the flash range**

The FlashBar range is 4-8 ft.; Polaroid's Q-Light, 4-9 ft. Closer, your subject will be too light and fuzzy. Farther away, your subject will be too dark.

### **Watch the background**

Place your subject near a colorful background if you can. Color adds interest to the picture; having the background near the subject assures that it will be well lit.

Avoid dark or distant backgrounds, particularly when photographing dark-haired people. Also don't shoot straight at reflective backgrounds like windows, paneled walls and polished surfaces. These can cause a "hot spot" (flash reflection) in your picture. If you must shoot toward such a surface, shoot at an angle rather than straight on.

### **Arrange groups**

Each person in a group should be about the same distance from the camera. Then all will be lit evenly by the flash.

**And, don't forget: hold the camera steady until the film is ejected.**



## MAKING GOOD DAYLIGHT PICTURES

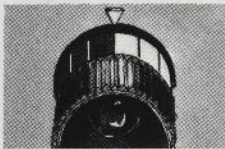
In general, place your subjects so the light falls on them from behind you or from the side. Also, try to place your subjects so the light on them is about as bright as the light on the background. If your subjects aren't in the sunshine, use flash or a firm support to get good daylight pictures. See page 11.

### **How the background affects exposure**

Exposure is controlled by the electric eye next to the lens. It governs the opening and closing of the camera's shutter, letting just the right amount of light reach the film.

If the background is much darker or lighter than your subject, the eye will be "fooled" and your subject may be too light or dark in the picture. Move closer to reduce the background's effect, or reset the Lighten/Darken control (next page).

Generally, your camera will set the correct exposure without any adjustment of the L/D control. Leave it at normal, as shown. (If flash pictures are too light or dark, you probably didn't stay within the flash range.)



Normal setting



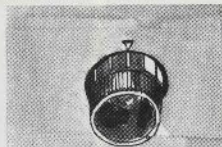


If the background is very bright, your subject may be too dark (top left). Set the Lighten/Darken control 1 or 2 marks to Lighten so the subject receives normal exposure, as in the top right picture.



Setting:  
1 mark toward Lighten

If the background is very dark, your subject may be too light (bottom left). Set the Lighten/Darken control 1 or 2 marks to Darken so the subject receives normal exposure, as in the bottom right picture.



Setting:  
1 mark toward Darken

Always take the second picture under exactly the same conditions, same subject, same position and distance, same lighting. Reset the Lighten/Darken control to normal when you're done.



## USING FLASH IN DAYLIGHT

When shooting in the shade, under heavily overcast skies or at dusk, you can combine flash with daylight to produce properly exposed pictures that might otherwise have been too dark and fuzzy.

The picture at top left was taken in the shade making the subjects dark and fuzzy. But adding flash makes a well-exposed, crisp picture.

In bright sunlight, you can soften or eliminate unpleasant facial shadows, as shown at bottom, by using a FlashBar (Polaroid's Q-Light may not fire in bright daylight). Or, whenever possible, simply take your subject from direct sunlight to a shaded area and use either a FlashBar or the Q-Light.

Although you can use flash outdoors over the full Flashbar and Q-Light ranges, you'll get particularly good results when your subject is about 6 ft. away.





## WHAT'S "DEPTH OF FIELD"?

In your pictures, everything from 4 ft. to the most distant object will be clear and in focus. This long range of sharpness, called "depth of field," is automatic — the lens is prefocused.

Your camera's long depth of field can produce interesting pictures like the one at left. You can easily compare the artist's painting with her subject, since both are in sharp focus.

Other ideas for taking advantage of this depth of field: pose friends against distant historical sites you want clear and sharp. Capture amazing detail in parades, even though objects are at varying distances from you. At the zoo, have foreground subjects and background animals sharply in focus. City skylines, amusement parks, sporting events — all offer many opportunities for long depth of field.



## TIPS FOR BETTER PICTURES

### **Help subjects relax**

Give your subjects something to do so they will be relaxed, not stiff or posed.

### **Watch the background**

It should complement your subjects, not distract from them. Keep it simple.

### **Include color**

Add colorful props like flowers, toys, bright clothing. Look for a colorful background to place your subject near.

### **Frame scenics carefully**

When shooting distant scenes, include something in the foreground to serve as a natural frame, or to show depth or dimension.

### **Always hold the camera steady when shooting.**





## COPIES AND ENLARGEMENTS

You can order copies or enlargements of your favorite pictures to send to family and friends or enjoy at home. High-quality copies and enlargements may be ordered through your camera dealer or directly from Polaroid Copy Service (the order form is on the back of the film cover).

## ACCESSORIES

Picture taking can be even more fun with the accessories shown at left, available from your camera dealer.

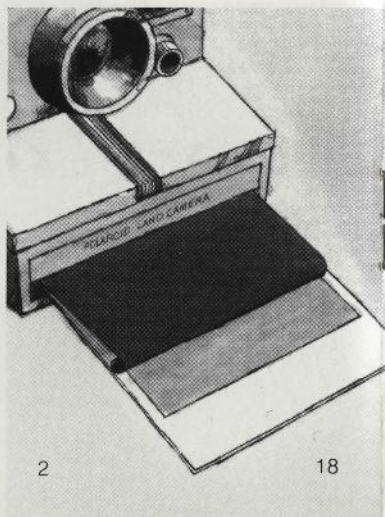
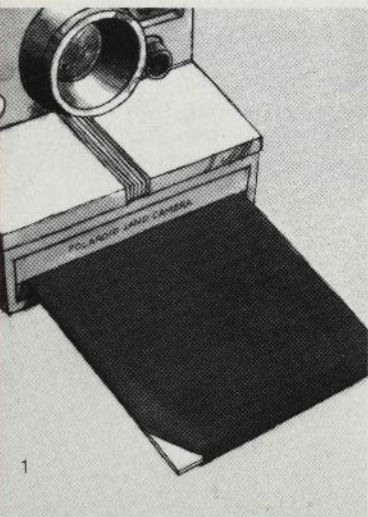
The Tripod Mount #2325 (right) lets you attach your camera to a standard tripod, to steady it during picture taking. The Self-Timer #2326 (center) lets you get into the pictures, and the Cable Release #2327 (left) lets you operate the shutter button without touching the camera. These accessories may be purchased individually or in the Pronto! Accessory Kit #183.

Attractive Pronto! carrying cases designed to hold your camera, flash and film are also available.

## THE FILM SHADE

As the film is ejected, it is covered briefly by a delicate black shade (1) that prevents light from affecting the film as it starts to develop. Once the film has been fully ejected, the shade rolls back into the camera (2).

If the shade does not roll back after the film has been ejected, simply lift the front end of the shade and it will snap back into the camera.



## NEED HELP? CALL CUSTOMER SERVICE

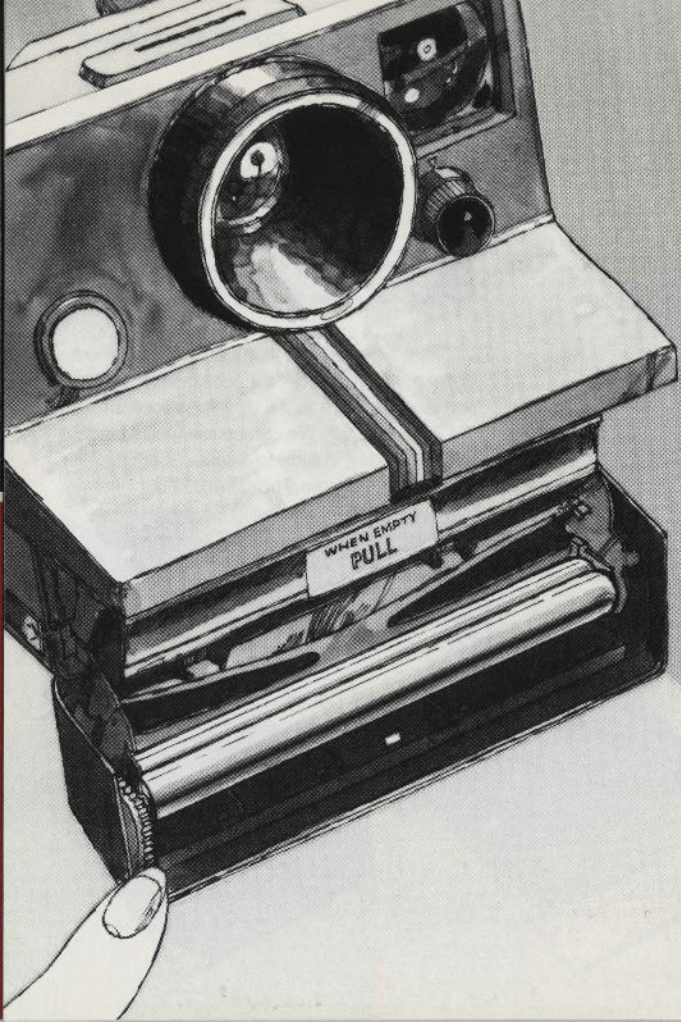
We have a staff of Polaroid Land camera experts whose job is to help you get good pictures. If something's wrong with your camera, pictures or film, they'll try to solve the problem fast.

# 800-225-1384

... That's our toll-free number from anywhere in the continental USA except Massachusetts and Alaska. From those states, call collect (617) 864-4568. We can be reached Monday through Friday, 8 a.m. to 5 p.m., your time. In Canada call toll free 800-268-6970.

You can write us at Polaroid Corporation, Customer Service, Cambridge, Mass. 02139, or to Customer Service at any of the locations listed on pages 33-34. Include your address and phone number.

All our Service Centers offer walk-in service, too, including while-you-wait repairs in most cases. If you can get to us easily, bring your camera and pictures in.





## CAMERA, FILM AND PICTURE CARE

### Camera

To clean the camera body, simply wipe it with a damp cloth. When necessary, clean the lens, viewfinder window and electric eye. Blow off any dust, then wipe gently with a clean, lint-free cloth.

**The rollers inside the film door should be kept clean.** Before loading new film, examine them by turning the gear with your finger, as shown. Remove any specks with a clean, lint-free cloth only. Moisten the cloth with water if necessary. Check the ends of the rollers, too, and the picture slot. To prevent dust from entering the film compartment, clean the rollers while an empty film pack is still in the camera.

### Film

Store your film in a cool place — below 75°F, if possible. Film may be refrigerated, but it shouldn't be frozen. (Before opening film that has been refrigerated, allow it to warm to room temperature. Usually this takes at least an hour.) Always keep the film box sealed until you're ready to load the film.



Avoid leaving your film or a loaded camera in hot places, like the glove or luggage compartment of a car in warm weather, or in direct sunlight.

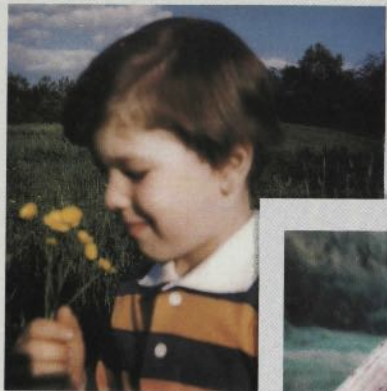
## **Pictures**

Don't fold your pictures, or cut them. Polaroid Copy Service can, however, supply copies and enlargements of your favorite pictures, which may be trimmed as you like.

Fingerprints on your pictures can be easily removed. Simply "mist" the surface with your breath, then polish lightly with a tissue or a soft clean cloth, just as you might clean eyeglasses.

The Polaroid Album #129 is especially designed for SX-70 pictures and is convenient and easy to use.

SX-70 pictures are among the most stable known in photography. You can display them in normal home or office lighting without concern about fading.



### **Fuzzy or blurred pictures can be caused by . . .**

- moving the camera during the exposure. It is important to hold the camera steady as you squeeze the shutter button, until the film is ejected from the camera.
- taking a picture in other than bright daylight without using flash (right picture). For best results outdoors in other than bright daylight, place the camera on a firm support or use a tripod, or use flash.
- the subject closer than 4 ft. (left picture). Your camera was designed to give sharp, crisp pictures of subjects 4 or more ft. away.
- movement of the subject during the exposure. You'll get the best "action" pictures outdoors in daylight when your subject is moving toward you, rather than across the frame at a right angle to the camera. But indoors, the Q-Light's high-speed flash will stop most action for remarkably sharp pictures.





### **Part of image area blank**

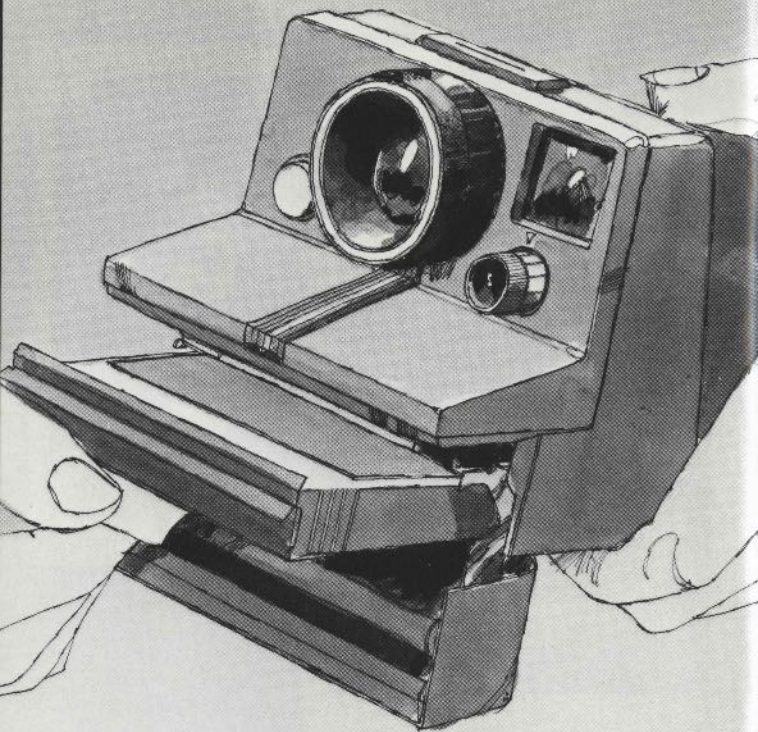
The film pack may have been damaged before picture taking, perhaps by being squeezed during loading.

Also, developer chemicals may have leaked onto the rollers inside the camera and onto the back of the picture. Clean the rollers as described on page 21. Avoid contact with the developer chemicals (see the caution notice on the film box).

If this problem persists with any one pack, remove it and insert a new one.

### **Repeated spots or bars on pictures**

The rollers inside the camera are dirty. Clean them as described on page 21.



**If the camera does not eject the film cover:**

1. Press the shutter button. If the cover is not ejected, in dim light remove the film pack, then reinsert it.
2. If the cover still is not ejected, remove the pack (its battery may be dead) and insert a new one.

**If the film is not ejected when you press the shutter button:**

1. Check the picture counter; the film pack may be empty.
2. Check the flash.

If you're using a FlashBar and all the bulbs on one side have been fired, your camera will not operate until you reverse the FlashBar or insert a new one.

If the camera does not operate when an unused side of a FlashBar faces front, reverse the FlashBar or insert a new one. If you can then take a picture, the first side of the FlashBar was defective. Contact Customer Service.

If you're using Polaroid's new Q-Light, it signals the camera not to operate when the unit is turned off or not fully charged — so you won't waste film. Check the flash controls to be sure the unit is on and fully charged.

3. In dim light, pull the film pack out until the shutter button clicks forward. Reinsert the pack. The film should come out when you close the door. If the top piece of film is pushed forward when you reinsert the pack, pull that piece out. Then close the door.

4. If the above fail to get your camera working,

insert a new film pack. The battery in the first pack may be dead.

**If the cardboard film cover or film is ejected only part way:**

1. Gently lift the front end of the film shade so it will snap back into the camera.
2. Pull the cardboard film cover or film out.
3. If the camera still does not work properly, remove the film pack (its battery may be weak) and insert a new one.

If these remedies fail to get the camera operating, call Customer Service (see page 19).

**IMPORTANT INFORMATION  
ABOUT ELECTRONIC FLASH**

Your camera was designed to use FlashBars and with a FlashBar will produce well-exposed pictures from 4 to 8 ft. When the FlashBar fires, the camera's electric eye measures the brightness of the light reflected from the scene and sets the correct exposure.

The light from an electronic flash is so brief, however, that the camera's electric eye cannot react to it. Therefore, the electronic flash you choose must have its own electric eye to give correctly exposed pictures over the unit's full flash range. In addition, it must be powerful



enough to give good exposure out to at least 8 ft. — the range of a FlashBar.

Units that do not automatically adjust the light output cannot provide well-exposed pictures of subjects at varying distances.

The Polaroid Q-Light #2351 is an electronic flash unit designed specifically for use with your camera. It automatically controls the light output and is powerful enough to provide well-exposed pictures from 4 to 9 ft.

As of February 1, 1979, the Q-Light was the only such unit available. However, it is expected that other units designed to work well with your camera will be marketed in the future by other manufacturers. For information about them, call Polaroid Customer Service toll free (see page 19). Units not listed by Customer Service may not give consistently good results with your camera.

These general rules apply to any electronic flash unit: Test it on your camera **at varying distances** before you purchase it. If you get poor picture results, try a FlashBar. If you get good pictures with a FlashBar but not with an electronic flash, the cause of the problem is the electronic flash, not the camera or film.

## REPAIRS

If you believe your camera may need repair, *before you send it to us*, call Customer Service toll free (see page 19) and explain the problem. You may be able to use your camera again right away, without repair.

Your camera dealer will return your camera for repair, should that ever be necessary. Or you may bring the camera to a Polaroid Service Center, which offers walk-in service. Many repairs can be made while you wait.

Or, you may mail the camera to Polaroid for repairs. Pack it carefully. Address it to the nearest Polaroid Service Center (see the next page) and send it by *insured* parcel post. (Upon request, we will send a sturdy pre-addressed shipping carton to you anywhere in the continental U.S.A.) Include a note describing the problem and, if you can, pictures that illustrate it.

## FILM REPLACEMENT

Return any film pack that has a dead or weak battery to Polaroid or to your dealer, and we will replace it — provided the film has not passed the expiration date on its box.

# POLAROID SERVICE CENTERS AND OFFICES

## California

Polaroid Corporation  
3232 West MacArthur Boulevard  
Santa Ana 92704  
Telephone: (714) 641-1200

## Georgia

Polaroid Corporation  
5601 Fulton Industrial Blvd., S.W.  
Atlanta 30336  
Telephone: (404) 346-1717

## Hawaii

Polaroid Corporation  
Suite 153  
841 Bishop Street  
Honolulu 96813  
Telephone: (808) 524-3911

## Illinois

Polaroid Corporation  
2020 Swift Drive  
Oak Brook 60521  
Telephone: (312) 654-5252

## Massachusetts

Polaroid Corporation  
784 Memorial Drive  
Cambridge, Mass. 02139  
Telephone:  
Within Massachusetts,  
call collect 864-4568.  
Out of state, toll free  
800-225-1384

## New Jersey

Polaroid Corporation  
P.O. Box 607  
W-95 Century Road  
Paramus 07652  
Telephone: (201) 265-6900

## Texas

Polaroid Corporation  
1945 Walnut Hill Lane  
Irving 75062

## Puerto Rico

Polaroid Caribbean Corp.  
Charlyn Industrial Park  
Road 190, Km 1.7  
Carolina 00630  
Telephone: (809) 768-1119

Mailing address

P.O. Box 2032  
Carolina 00630

## Additional Service Centers:

Besides Polaroid's own Service Centers, there are many Authorized Service Centers in the U.S.A. To locate the one closest to you, call Customer Service toll free at 800-225-1384 from anywhere in the continental USA except Massachusetts and Alaska. From those states, call collect (617) 864-4568. We can be reached Monday through Friday, 8 a.m. to 5 p.m. your time. In Canada call toll free 800-268-6970.

## Australia

Polaroid Australia Pty. Ltd.  
Eden Park Estate  
31 Waterloo Road  
North Ryde, N.S.W. 2113

Mailing address:  
P.O. Box 163  
North Ryde, N.S.W. 2113

## Austria

Polaroid Ges. m.b.H.  
Postfach 66  
Eitnergasse 13  
1233 Wein

## Belgium

Polaroid (Belgium) S.A.-N.V.  
113 Rue Colonel Bourg  
Kolonel Bourgstraat 113  
1140 Bruxelles-Brussel

## Brazil

Polaroid do Brasil Ltda.  
Rua Almirante Marques Leão 408  
São Paulo 01330, S.P.

Mailing address:

Caixa Postal 2908  
São Paulo 01000

## Canada

Polaroid Corporation  
of Canada, Limited  
350 Carlingview Drive  
Rexdale, Ontario M9W 5G6  
Telephone: (416) 675-3680

Polaroid Service Centre  
8449 Main Street  
Vancouver, B.C. V5X 3M8  
Telephone: (604) 324-5150

## Denmark

Polaroid A.S.  
Blokken 75  
3460 Birkerød

## France

Polaroid (France) S.A.  
57, rue de Villiers  
92202 Neuilly  
Telephone: (01) 758-13-25

Centre d'Information et  
de Démonstration  
141-143, Avenue de Wagram  
75017 Paris  
Telephone: (01) 763 12 22

# POLAROID SERVICE CENTERS AND OFFICES

## Continued

### Germany

Polaroid GmbH  
Sprendlinger Landstrasse 109  
6050 Offenbach

### Great Britain

Polaroid (U.K.) Ltd.  
Ashley Road  
St. Albans  
Hertfordshire AL 1 5PR

### Hong Kong

Polaroid (Far East) Limited  
Room 3203-3208, 32nd Floor  
Windsor House  
Great George Street  
Causeway Bay

### Italy

Polaroid (Italia) S.p.A.  
Via Piave 11  
21051-Arcisate (Varese)

### Japan

Nippon Polaroid  
Kabushiki Kaisha  
Mori Bldg. No. 30  
3-2-2, Toranomon  
Minato-ku  
Tokyo (105)

### Mexico

Michelmex S.A. \*  
Apartado Postal #6-952  
Mexico 6 D.F.

### The Netherlands

Polaroid Nederland  
Zonnebaan 45-47  
3606 CH Maarssenbroek  
Klantenservice: 030-446483

### Repairs:

Polaroid (Europa) B.V.  
Markt 24  
7511 GB Enschede

### New Zealand

Polaroid New Zealand Ltd.  
Augustus House  
15 Augustus Terrace  
Parnell, Auckland 1  
Mailing address:  
P.O. Box 37-046  
Parnell, Auckland 1

### Norway

Polaroid (Norge) A/S  
Industriveien 8B  
Postboks 80  
1473 Skårer

### Panama

Polaroid Interamerican, S.A.  
P.O. Box 2167  
Colon Free Zone

### Singapore

Polaroid Singapore (Pte) Ltd.  
701-702, 7th floor, Tong Building  
302 Orchard Road  
Singapore 9  
Telephone: (65) 2359611

### Mailing address:

Box 22  
Pasir Panjang Post Office  
Singapore 5

### Sweden

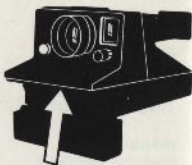
Polaroid AB  
Ekholmsvägen 34  
127 24 Skårholmen

### Switzerland

Polaroid A.G.  
Hardturmstrasse, 175  
8037 Zürich

### Venezuela

Micron C.A. \*  
Apartado 70250  
Ed. America, 4A  
Transversal, Urb.  
Horizonte  
Caracas 107



### JOT IT DOWN

For a permanent record,  
please jot down this  
information.

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Camera manufacturing lot  
number (see arrow)

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Date of purchase

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Where purchased (name of  
dealer)

\* Authorized Service Centers