

This book contains the basic instructions for the Polaroid SX-70 Land cameras without rangefinders. Your camera may differ in appearance from the one shown here.

THERE'S A NUMBER YOU CAN CALL

If you ever have a question about your camera, about your pictures, or about instant photography in general, please call us. From anywhere in the continental U.S.A. except Massachusetts, call toll-free

800-225-1384

From Massachusetts and Canada, call collect (617) 864-4568. Calls may be made Monday-Friday, 8 a.m. to 5 p.m., your local time.

For further information about Polaroid Customer Service, see page 41.

Film

Your camera uses *only* Polaroid SX-70 Land film. Each film pack provides ten 3½ x 3½ inch (8 x 8 cm) color pictures. Each pack contains a battery that powers the camera

Flash

Your camera uses FlashBars. Each FlashBar has ten bulbs, five on each side.

Polaroid *Pronto!* B Land camera

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This book
instructs
Land camera
one shot

ALL ABOUT YOUR CAMERA

What you do

Just set the lens for the correct camera-to-subject distance, compose the picture in the viewfinder, and squeeze the shutter button.

What the camera does

Once you press the shutter button, all operations from setting the correct exposure to the development of the finished color picture will take place automatically.

Exposure control:

In daylight, exposure is controlled by the electric eye (a photocell) located next to the camera lens. The electric eye governs the opening and closing of the camera's shutter, permitting just the right amount of light to reach the film. With flash, the lens distance setting influences the proper exposure (see page 24).

Picture development:

Once the picture has been taken, it is driven through the development rollers inside the camera and out through the exit slot at the front of the camera. The picture will develop before your eyes, even in the light.

THERE

If you ever
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anywhere
Massachusetts

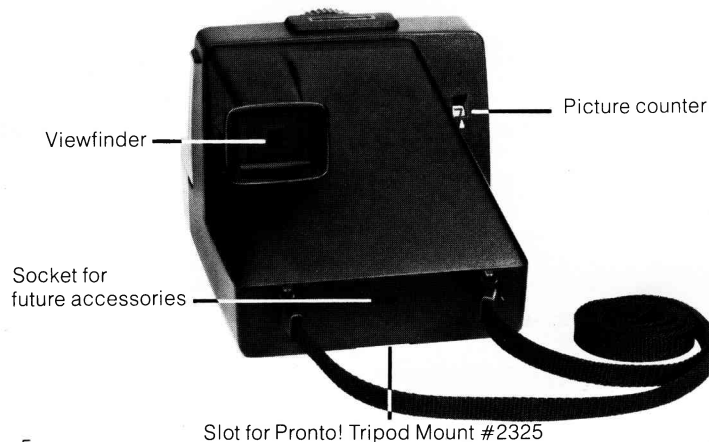
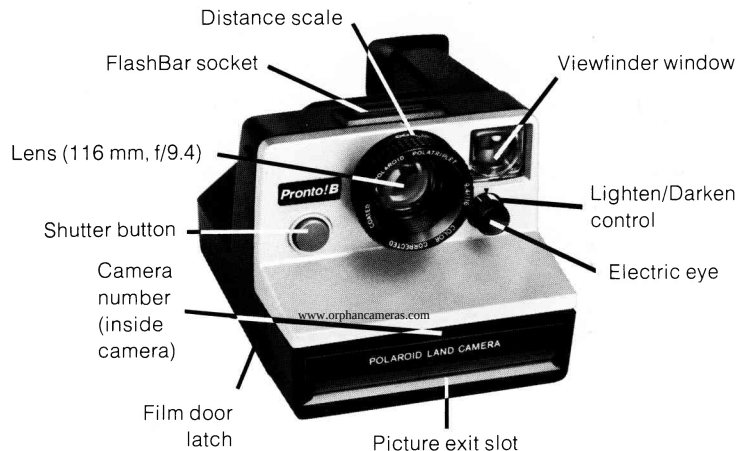
From Monday
(617) 866-1111
Friday, 8:00 a.m. to 5:00 p.m.

For further information
Custom

Film
Your camera
film. Each
inch (8 x 10)

Flash
Your camera
has ten

Camera parts



HOW TO HOLD THE CAMERA

With your left hand:

Get a good grip on the camera, in order to hold it steady for picture-taking.

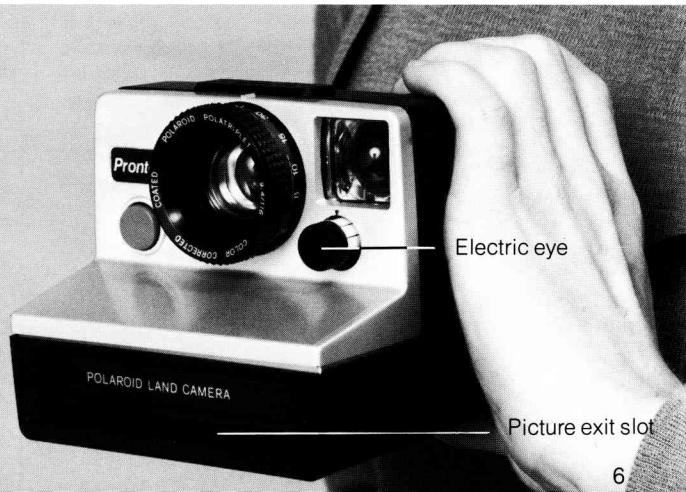
Hold the camera in the palm of your left hand...

...OR

grip the camera with your left hand over the viewfinder.

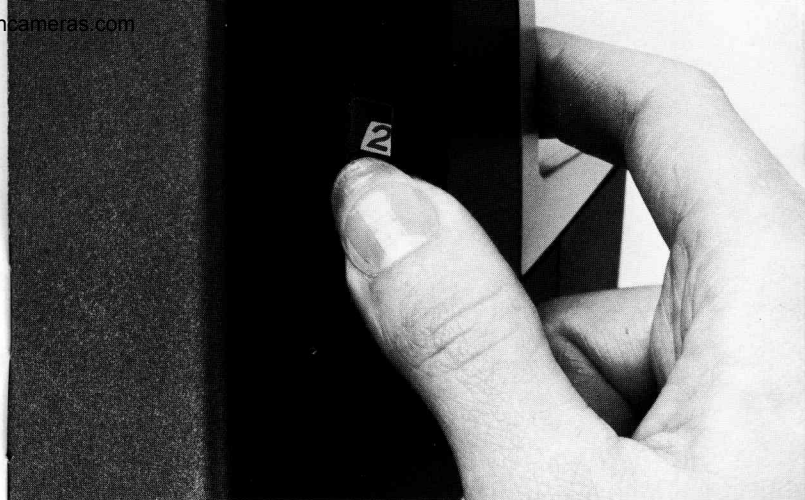
Be sure that your fingers do not block:

- the electric eye, or
- the slot where the picture comes out of the camera.



With your right hand:

Press your right thumb against the picture counter, as shown, to keep the camera steady.



You will use your right forefinger to operate the shutter button; curl your other fingers into your palm so they are not in front of the slot where the picture will come out.

Without film in the camera, squeeze the shutter button a few times to get a feel for how it works.

Be sure to keep the camera steady while squeezing the shutter button – if the camera moves, your pictures may be fuzzy.





HOW TO VIEW YOUR SUBJECT

Look through the viewfinder. Be sure your eye is close to the eyepiece and that you can see all four corners inside the viewfinder.

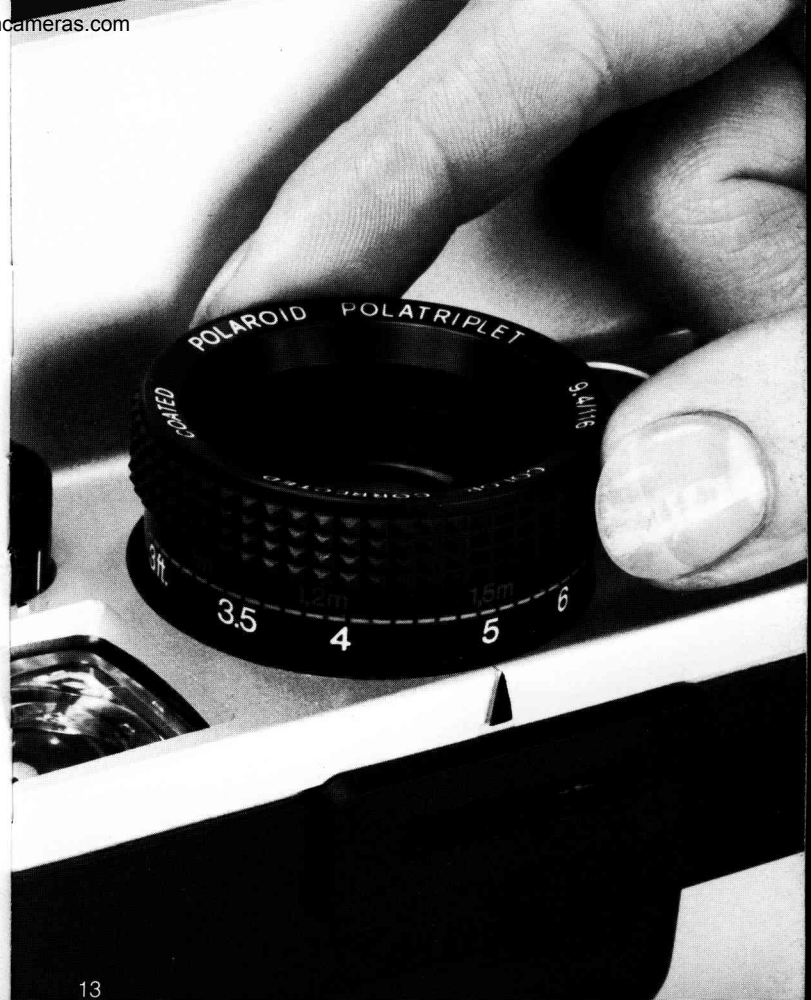
Position yourself so your subject "fills" the viewfinder.

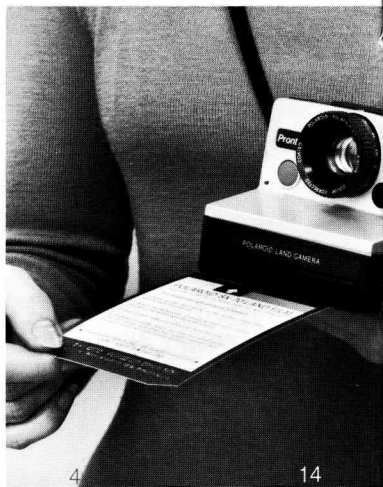


HOW TO SET THE DISTANCE

In order to get sharp, clear pictures, you must always set the lens for the correct camera-to-subject distance.

Estimate or measure the distance from the camera lens to your subject, then turn the lens until that distance is opposite the mark on top of the camera. In the picture at the right, the lens is set to 5 feet (1.5 meters).





HOW TO LOAD FILM

Use only Polaroid SX-70 Land film.

1. Push the latch all the way *forward* until the film compartment door drops down.
2. Be careful not to squeeze the film pack. Holding it by its edges and right side up, as shown, insert the pack into the camera. Then, push it all the way in.
3. When you close the front of the camera, the film cover will be ejected through the slot, as shown. Be careful that your fingers do not block the slot. If the film cover does not come out, see page 49.

The black "shade" that came out with the film cover, then snapped back into the camera, is described on page 42.

4. Remove the film cover. You're now ready to begin taking pictures.

The picture counter on the back of the camera will now read 10. It counts down, to tell you how many pictures you have left to shoot.

(Whenever you insert a film pack — whether new or partially used — the counter will reset to 10.)

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



BEFORE YOU TAKE YOUR FIRST PICTURE

With flash: Please read pages 23-25.

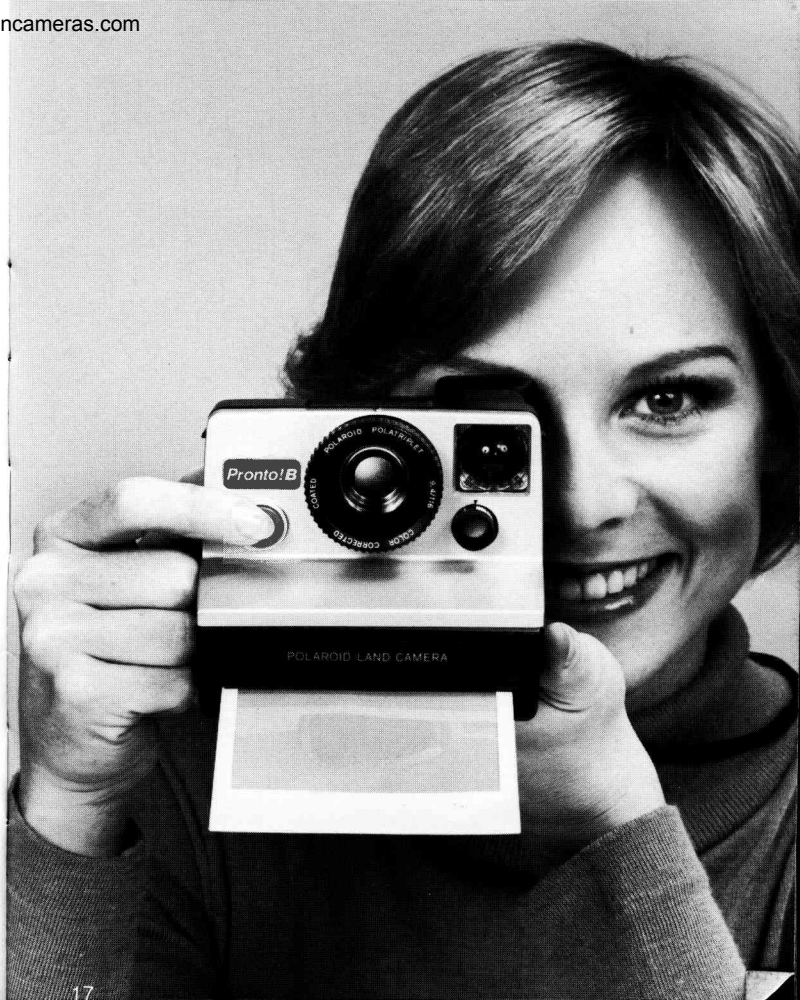
In daylight: Please read pages 27-29.

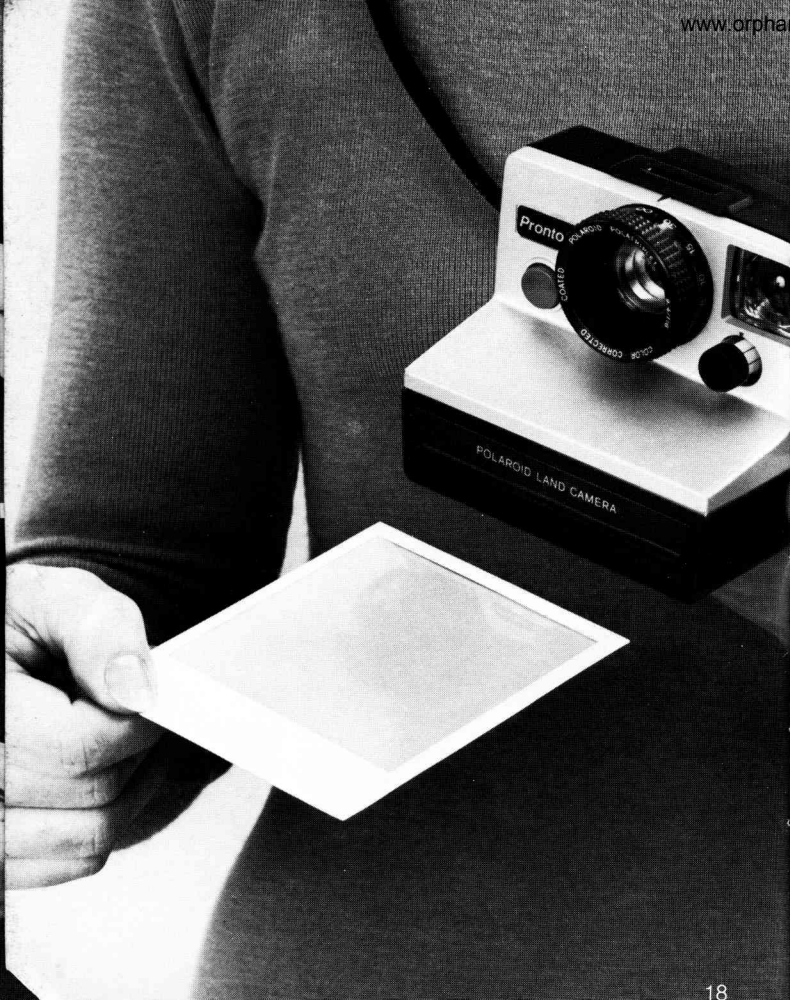
In daylight with flash: Please read pages 30-33.

HOW TO TAKE A PICTURE

Hold the camera steady. Press your right thumb forward against the counter window, then gently squeeze the shutter button with your right forefinger and hold it in until all camera sounds stop.

The camera will automatically make the correct exposure and, a moment later, eject the developing picture.





Remove the picture by its wide border.

Although the developing picture can be handled immediately, be careful not to bend or squeeze it.

At first, the picture will be blank...



...then gradually, in the light, right before your eyes, the image will begin to appear. In a few minutes, you will have a fully developed color picture.





POLAROID LAND CAMERA

WHAT YOU NEED TO KNOW ABOUT FLASH PICTURES

For indoor pictures, use flash. The yellow line on the distance scale indicates the flash range. You can take flash pictures of subjects 3-12 feet (about 1-3.7m) away.

In certain situations, using flash will result in much better daylight pictures. Details are on page 30.

With the camera pointing away from you, insert a 10-bulb FlashBar. After shooting five pictures, remove the FlashBar and turn it around for five more flashes. The camera automatically picks out the next fresh bulb, so you can remove a partly-used FlashBar and use the rest of it another time.

Once all the bulbs on the side of the FlashBar facing front have been fired, the camera will not operate. 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 was defective. Contact Customer Service.

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



MAKING GOOD FLASH PICTURES

1. Set the distance carefully

The distance setting influences both sharpness and exposure for flash pictures. If the distance is not set accurately, a flash picture may be too light or too dark, and fuzzy.

2. Watch the background

Try to place your subject near a light-colored background for the best overall exposure. (If the background is a white wall, place your subject a little farther from it.)

Avoid dark or distant backgrounds. Also don't shoot toward reflective backgrounds like paneled walls and polished or shiny surfaces. A shiny background can cause a "hot spot" (reflection of the flash) in your picture. If you must shoot toward such a surface, shoot at an angle rather than straight on.

3. Arrange groups

When you're taking pictures of groups, each subject 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.





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 falling on them and on the background is even.

The electric eye works best when the light is approximately the same brightness over most of the scene. Uneven lighting can "fool" the electric eye and the result will be a picture in which your main subject is too light or too dark (see next page).

Sharpness — from near to far — in daylight

On bright, sunny days, if you set the lens distance scale to 15 ft. (4.6m), everything from about 8 ft. (2.5m) to the most distant scene will be sharp in the finished picture.

Do not attempt to use this technique on overcast days or in dim light. In those conditions, the electric eye has to set a larger lens opening for correct exposure; this leads to a more limited range of sharpness. Also, do not use this method with flash.

How the background affects exposure

If a large part of the background is much darker than your main subject, the electric eye will tend to set the exposure for the dark background, and your subject will be too light in the picture (left).

To avoid this result, move in close to your subject to reduce the effect the background has on the electric eye, or set the Lighten/Darken control 1 or 2 marks toward Darken (see page 38).

If a large part of the background is brighter than your main subject, the electric eye will tend to set the exposure for the bright background, and your subject will be too dark in the picture (right).

To avoid this result, move in close to your subject to reduce the effect of the background on the electric eye, or set the Lighten/Darken control 1 or 2 marks toward Lighten (see page 38). Or use flash, as described on page 30.



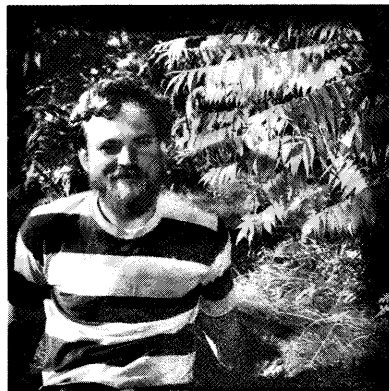
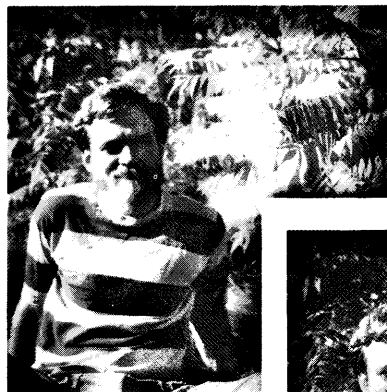
USING FLASH IN DAYLIGHT

With this camera you can use a combination of flash and daylight. The electronic control circuitry in the camera was designed to read both the daylight and the light from the FlashBar, and combine them to produce a properly exposed picture. When using flash outdoors, you soon will come to know for yourself the wide range of opportunities for taking luminous, colorful pictures which you might not otherwise have taken.

For best results, remember these requirements. Set the distance scale accurately. For the most natural combination of daylight and flash, the subject should be 3-12 feet (about 1-3.7m) from the camera, 5-6 feet (about 1.5-1.8m) giving particularly impressive results. Here are typical ways flash can be of help in daylight.

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, as shown at right, you can create an attractive, sunny, bright picture.





When the subject is lit by strong sunlight, using flash can soften or eliminate unpleasant, harsh shadows, as shown at left.

A face that is lit only by a blue sky, and is not lighted directly by the sun, would have a bluish, cold appearance. The addition of flash provides the sense of sunshine.

In dim light, without flash, the shutter will remain open for a relatively long exposure time, resulting in blurred pictures unless a tripod is used. Using flash reduces the exposure time and results in sharp pictures.

TIPS FOR BETTER PICTURES

Move in close

Get a big, clear image of your subject in the viewfinder.

Watch the background

Keep it simple. Compose your pictures so the main subject is the point of interest.

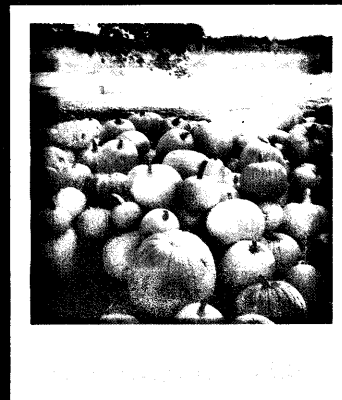
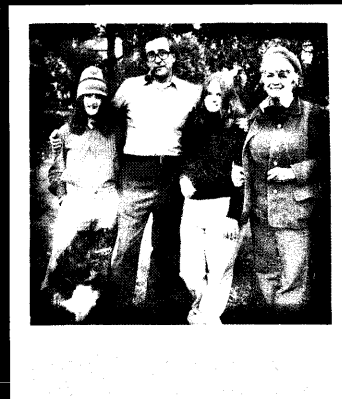
Include color

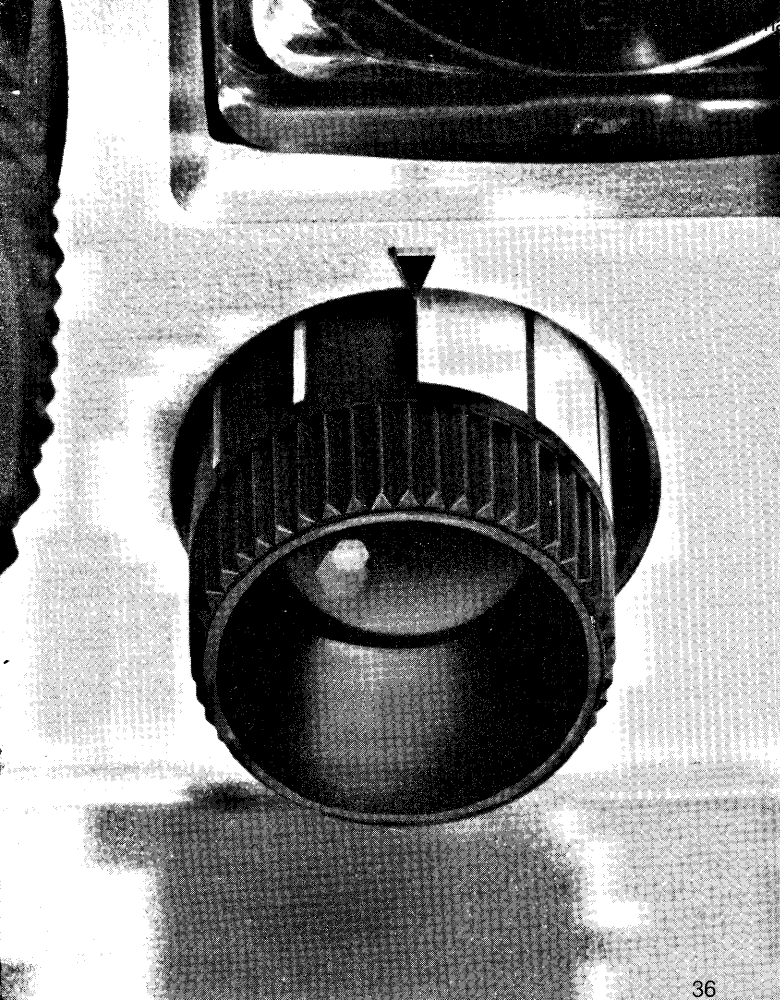
Add colorful props like flowers, toys, bright clothing; look for a colorful background near which you can place your subjects.

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 set the distance scale correctly, and hold the camera steady when shooting.



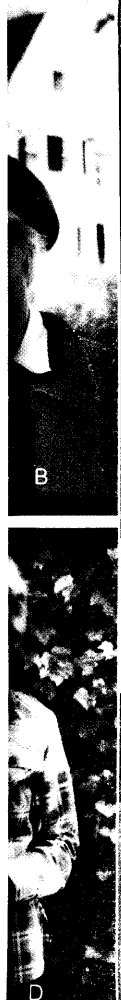


THE LIGHTEN/DARKEN CONTROL

Your camera automatically sets the correct exposure for you — in bright light, in dim light, and with flash. Generally, no exposure adjustment is necessary, and the Lighten/Darken control should be left at the normal position, shown at the left.

Only under certain outdoor conditions should you find it necessary to use the Lighten/Darken control. These conditions are illustrated on the next page.

When using flash, you should seldom need to use the Lighten/Darken control. If you get a flash picture that is too light or too dark, the camera probably was not set for the correct camera-to-subject distance. Before trying an L/D setting, check to be sure you have set the distance scale accurately.

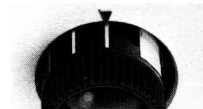


The bright background causes the subject to be too dark in picture A. By setting the Lighten/Darken control one or two marks toward Lighten, the subject receives normal exposure, picture B.



Setting:
1 mark toward Lighten.

The dark background causes the subject to be too light in picture C. By setting the Lighten/Darken control one or two marks toward Darken, the subject receives normal exposure, picture D.



Setting:
1 mark toward Darken.

When making an adjustment to correct a previous exposure, 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 the special setting is no longer needed.



TAKING PICTURES IN HOT AND COLD WEATHER

When it is hot, keep your camera, film and developing pictures away from hot "baking" conditions like direct sun, hot cars and all hot surfaces.

When it is cold, keep your camera and film warm. Put each developing picture immediately into a warm inside pocket for at least three minutes.

See film box for details.

ELECTRONIC FLASH

Some electronic flash units may work well with your camera, others will not. Some could even damage the camera. Before you buy, check with your dealer or with the manufacturer of the electronic flash unit to make sure it's suitable for your camera. Or ask Polaroid Customer Service (see next page).

NEED HELP? CALL CUSTOMER SERVICE

If you ever have a question or a problem with your camera, film, or pictures, please call Customer Service. We have a staff of Polaroid Land camera experts whose job it is to help you get good pictures. If something's wrong, they'll try to help you solve the problem quickly.

800-225-1384.

... That's our toll-free number. (From Massachusetts and Canada, call collect 617-864-4568.) We can be reached Monday through Friday, 8 a.m. to 5 p.m., your local time.

You can write to us at Polaroid Corporation, Customer Service, Cambridge, Mass. 02139, or to Customer Service at any of the locations listed on pages 58-59.

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.

TAKING COLD

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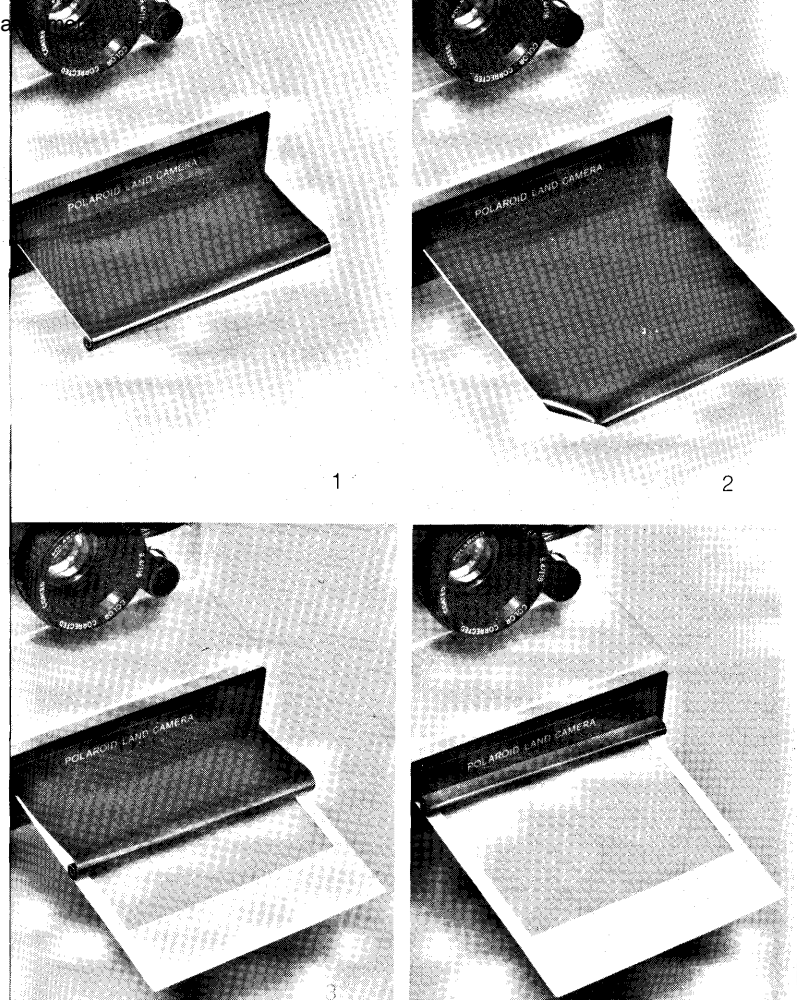
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Polaroid

THE FILM SHADE

Each picture, as it comes out of the camera, is covered for a moment by a shade (1). Once the picture has been fully ejected (2), this shade rolls back into the camera (3). The purpose of this shade is to prevent light from affecting the picture as it starts to develop.

Do not tamper with the film shade; it is an important and delicate part of the camera. If it does not roll back after a picture has been ejected, simply lift the front end of the shade and it will snap back into the camera.





CAMERA, FILM AND PICTURE CARE

Camera

Should it ever be necessary 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 compartment door should be kept clean. Before loading each new pack of film, examine them by rotating each one separately.

To prevent dust from entering the film compartment, it's best to clean the rollers while an empty film pack is still in the camera.

Use a finger to rotate each roller; each should move freely. Remove any specks of dirt with a clean, lint-free cloth moistened with water, if necessary. Check the ends of the rollers, too, as well as the picture slot.

Film

Your film should be stored in a cool place. If possible, storage temperature should be below 75°F. Film may be refrigerated, but it should not be frozen. (Before opening film



that has been refrigerated, allow it to warm up to room temperature. Usually, this will take at least an hour.) Always keep the film box sealed until you are ready to use the film.

Avoid leaving your film or a loaded camera in a hot, humid place, such as the glove or luggage compartment of a car in warm weather, or in direct sunlight.

Pictures

After your pictures are fully developed, be careful not to fold or crease them. Original SX-70 photographs should not be cut or trimmed. However, Polaroid Copy Service can supply copies and enlargements of your favorite pictures, which may be trimmed as you like.

The brilliant pictures made on SX-70 film are among the most stable and resistant to fading ever known in photography.

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

The Polaroid Album #115 is especially designed for SX-70 pictures and is convenient and easy to use.





TROUBLESHOOTING

If the camera does not eject the film cover:

1. Press the shutter button. If the cover is not ejected, 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 FlashBar; see page 23.
3. In subdued light, pull the film pack out until the shutter button clicks forward. Then, reinsert the pack. The film should come out when you close the film door. If the top piece of film is pushed forward when you reinsert the pack, pull that piece of film out. Then, close the film 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 film cover or film is ejected only part way:

1. Release the film shade so that it snaps back.
2. Without opening the door, pull the 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 41). Return any film with a dead or weak battery, and which has not passed its expiration date, to Polaroid or to your dealer. We will replace it.

Fuzzy or blurred pictures can be caused by...

- incorrect distance setting (left picture).
In order to get sharp, clear pictures, be sure to set the distance accurately. If you are unsure about estimating distances, you may, at first, want to measure the camera-to-subject distance so you can set the distance scale correctly. After measuring distances a few times, you should be able to estimate them quickly and set the distance scale accurately.

- moving the camera during the exposure (right picture). Always hold the camera steady. Gently squeeze the shutter button and hold it in until the picture is ejected and all camera sounds stop.

In dim light, be particularly careful to hold the camera steady. For best results, place the camera on a firm support.

- movement of the subject during the exposure.





Part of image area blank

The film pack may have been damaged before picture-taking. Damage like this can occur if the film pack is squeezed while it is being loaded into the camera (see page 15).

In some instances, this problem may be accompanied by leakage of developer chemicals onto the rollers inside the camera and onto the back of the picture. Clean the rollers, as described on page 45, before taking further pictures. Avoid contact with the developer chemicals; please read the caution notice on the back of the film box.

Should this problem persist with any one pack, remove the pack and insert a new one, being careful to hold the pack only by its edges.

Repeated spots or bars on pictures

The rollers inside the camera are dirty. Clean them as described on page 45.

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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 the next page for information on how to return the camera, or call Customer Service toll-free at 800-225-1384 (in Massachusetts and Canada call 617-864-4568 collect).

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 incidental or consequential damages, so the foregoing limitation or exclusion may not apply to you.

REPAIRS

If you believe your camera may need repair, *before you send it to us*, call Customer Service at the toll-free number above 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 inside back cover) 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.



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 your pictures, and the Cable Release #2327 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, Flashbars and film are also available.