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How to make good pictures with your

POLAROID ELECTRIC EYE LAND CAMERA



Model 900.

PLEASE

Spend a few minutes reading this booklet before you take your first picture.

Because the Polaroid Land Camera is the only camera in the world that takes and develops its own pictures, it is unlike any other camera you have ever owned. We urge you to read these instructions carefully — not because the camera is difficult to use, but because it is *different*.

This brief instruction book (containing plenty of pictures) has been designed to acquaint you with the unique Polaroid Land Camera and to be kept as a handy guide.

A few minutes now with this booklet, practicing the operation of the camera, will help you take perfect pictures on your first roll.

The two most important points for you to understand about the Model 900 Electric Eye Camera are covered in detail on pages 4 and 5. Read these pages first.

Pages 6 through 14 tell you how to make a picture step by step from opening the camera to developing the print.

Pages 15 to 22 tell you how to take pictures in any situation and how to correct picture errors.

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THESE ARE THE TWO MOST IMPORTANT

1. LEARN WHAT THE EYE CAN DO

The micro-eye in the Model 900 "sees" the same scene the camera sees, measures its brightness and sets the shutter and lens for the correct exposure. It is remarkably accurate and will work wherever there is enough light to record a picture on 3000 speed film, even in a dimly lit living room. But it needs your help in two ways:

The Scene Selector (page 7) must be set to tell the eye what *kind* of light it is using. Understand this adjustment and use it carefully, as described in detail on pages 19 and 20.

The Problem Picture should be avoided. This is the kind of picture in which a very strong light source is in the viewfinder scene, but the subject is not brightly lighted. In such pictures the subject will come out too dark, because the electric eye is fooled by the strong surrounding light. Shown at right are three types of pictures you should try to avoid.

A. Avoid having a bare bulb close to the subject. A shaded lamp, however, would be perfectly all right.

B. Avoid low angle shots, in which a great deal of brilliant sky or sun forms the background for your subject.

C. Avoid indoor shots in which a bright window fills more than half of the scene in your viewfinder field.



POINTS FOR YOU TO UNDERSTAND

2. LEARN HOW TO HOLD THE CAMERA

The camera is designed to be held and operated in a particular way. Other ways of holding it may make for awkward operation of the controls and may even lead to spoiled pictures. The camera is tailored to fit your hand, and you will find that the right way of holding and operating it is also the easiest way.

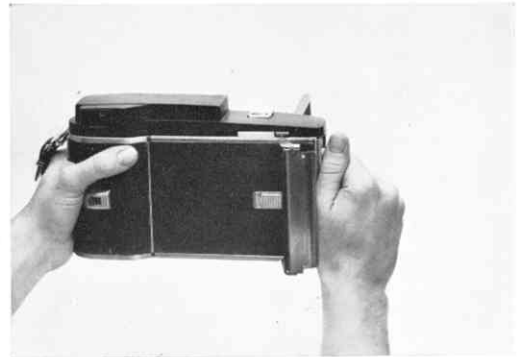
For Horizontal Pictures: Hold it with your left hand under the strap and the palm of your right hand on the front of the camera bed. The edge of your palm supports the edge of the bed. Curl your last three fingers over the front of the bed beneath the shutter. Use your index finger to press the shutter release and your thumb to turn the focusing wheel.



For Vertical Pictures: Leave your left hand under the strap. Cradle the bed of the camera in your right hand. Focus with your thumb, and then move your thumb forward to press the shutter release.



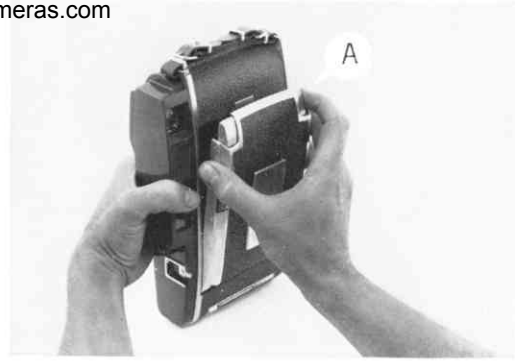
Pulling the Tab: Again, leave your left hand under the strap, using your right hand to pull the tab. This way of holding the camera will make the film "track" correctly and avoid tearing or sticking of the film.



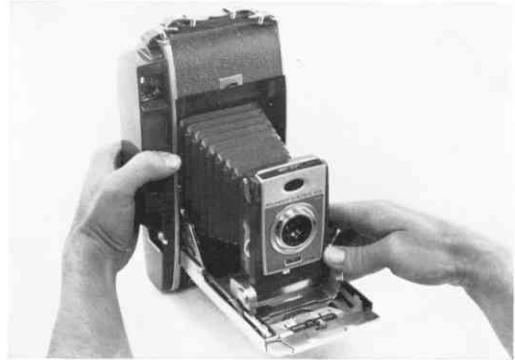
Get acquainted with the camera without any film in it. First, try opening and closing the camera a few times.

Opening the Camera

Press the cover release (A) to open the cover. Open it as far as it will go; notice that it does **not** lock in place until the shutter is pulled out.

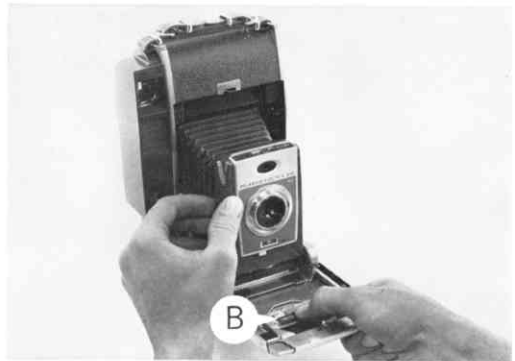


Pull the shutter slide **all the way out** until the matching red pieces fit together as snugly as possible. This locks the shutter slide firmly in place. Pictures will be blurred if the slide is not fully extended and locked.



Closing the Camera

Press the slide release (B) and push the shutter slide all the way back into the camera.



When you have pressed the shutter all the way back into the camera, the cover braces release automatically and you can close the cover.



Using the Controls

Spend a few minutes operating the controls on the Electric Eye 900. We will discuss them in the same order you will use them later when you take your first picture.

“Electric” Setting. Set the control button (A) to “electric” and leave it there for automatic exposure settings using the electric eye. You’ll use the “manual” setting only for special circumstances discussed later.

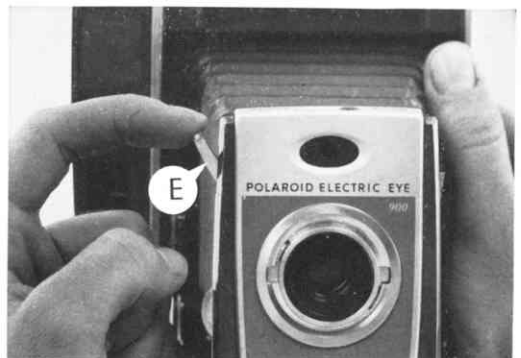
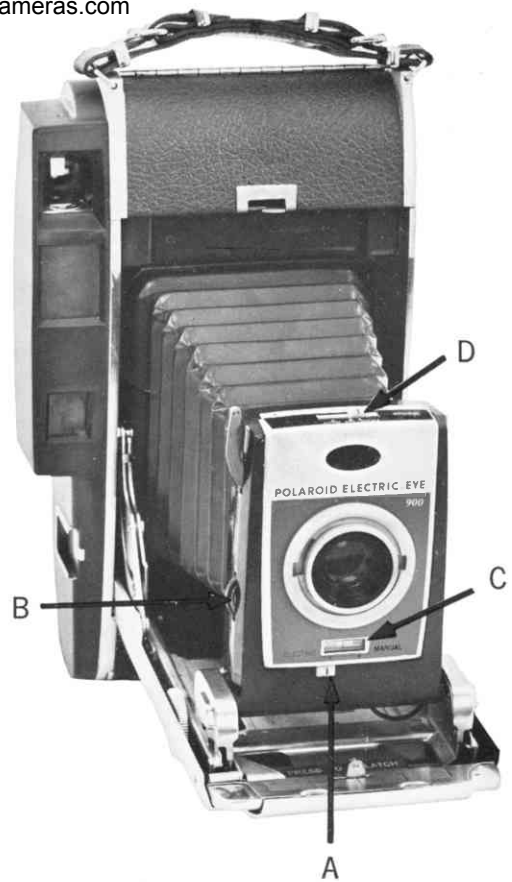
Film Speed Setting: Set the film speed by turning the dial (B) until the number corresponding to the film speed is centered between the two red lines in the window (C).

You can find the speed of the film you are using in the Picture Tips which come packed with it. For example, for Polaroid 3000 Speed Land Picture Rolls, set 3000 in the window. For Polaroid PolaPan 200, set 200 in the window.

Scene Selector: Tell the eye what kind of light you are using by moving the scene-selector button (D). Indoors use the upper scale (marked “indoors”) and set to “day”, “night”, or “fluorescent”. Outdoors use the lower scale, and set to “normal”. If a picture comes out too light or too dark because of strongly unbalanced lighting, slide the button to the right to lighten, to the left to darken.

Cock the Shutter. The cocking lever (E) energizes the electric eye and cocks the shutter. Press it down as far as it will go. The end of the lever is painted red, and when it is not cocked, you will see it in the viewfinder. Incidentally, although you can’t take a picture without cocking the shutter, the wink-light or flashgun will fire when the shutter-release is pressed, even though the shutter is not cocked.

IMPORTANT Cock the shutter at least 3 seconds before taking the picture. This gives the electric eye time to energize and become stabilized on the correct exposure setting. If you trip the shutter less than 3 seconds after cocking, exposures may be erratic.



Focusing and Aiming

Your Electric Eye 900 has a coupled rangefinder-viewfinder system. As you look through the window, and turn the focusing wheel in the camera cover, you focus the camera on any subject from 3 feet to infinity and frame it correctly at the same time.

Hold the camera as shown and look through the window in the back of the camera. You will see a triangular yellow spot, and a rectangle of broken yellow lines. The triangular spot is your focusing guide, and the rectangular broken lines are the viewfinding guide.

Focusing: Aim the camera at a person, centering the yellow spot on the eyes or ears. You will see a double image within the yellow spot. Turn the focusing knob until the two images blend into one sharp image. When they coincide exactly, the camera will be in focus for that distance.

Aiming: When you turn the focusing knob, note that the area within the yellow lines becomes larger or smaller, and shifts position slightly. The closer the subject, the less area there will be inside the lines.

This viewfinder optical system automatically corrects for parallax and field size when you focus the camera. This means that the area within the yellow lines will always show exactly what will appear in the finished print. You should always frame your subject within these lines.

Releasing the Shutter

Cock the shutter, hold the camera firmly against your face as shown and press gently on the shutter release. A light, steady pressure is all that is needed to release the shutter. Don't punch it — use a steady squeezing pressure to avoid camera motion. Practice cocking and releasing the shutter several times before you load the camera. It will pay dividends in sharp pictures.



Not In Focus



In Focus And Centered



SELECTING THE FILM

At present, you will probably use either of two types of film in your Electric Eye Land Camera: the Type 47 Polaroid 3000 Speed Land Picture Roll, or the Type 42 Polaroid PolaPan 200 Land Picture Roll.

Type 47 is the ideal film for the Electric Eye Camera. This extremely light-sensitive film will allow you to use the electric eye over its full automatic range, indoors or outdoors, all day long.

Type 42 is an all-purpose film with an ASA equivalent daylight speed of 200. It is somewhat lower in price than 3000 speed film, and produces pictures just as sharp and clear. When used indoors at night, it requires the use of flashbulbs and manual exposure settings. When used outdoors, shutter speeds will be slower and focusing more critical than with 3000 speed film.



LOADING THE CAMERA

Avoid opening the film or loading the camera in direct sunlight, because you may fog the film. Find some shade, or if none is available, turn your back to the sun and shield the film with your body.

When you remove the film from the box, save the print coater and printed Picture Tips which come with it. (The Picture Tips contain up-to-date information about the film and an order blank for copies and enlargements.)

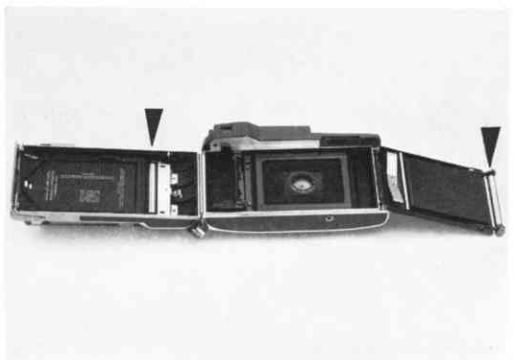
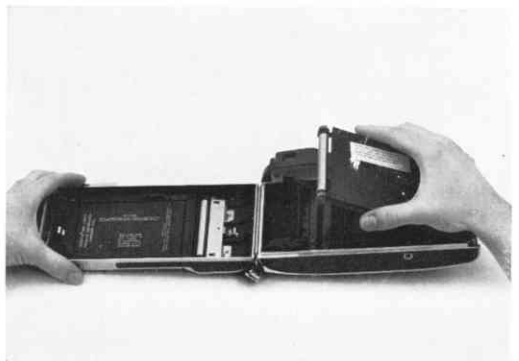
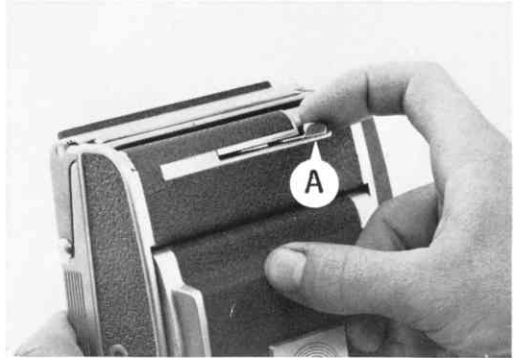
To prepare the camera for loading, hold it as shown and swing the latch lever (A) down. The back will open slightly.

Set the camera down on a flat surface, then lift open the back cover as far as it will go.

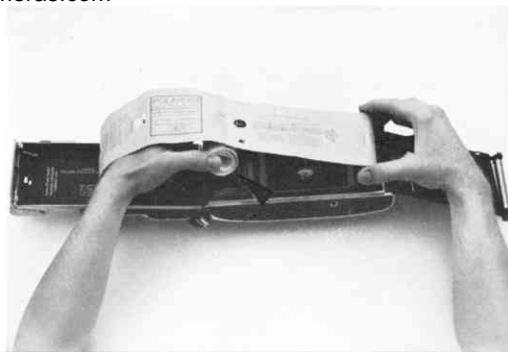
Lift up the inner panel and lay it flat. This is the position in which the camera is loaded.

Before loading, examine the rollers (arrows). The two steel rollers are the heart of Polaroid Land photography. The picture roll papers will pass between these rollers, which squeeze the developer reagent evenly between the positive and negative sheets.

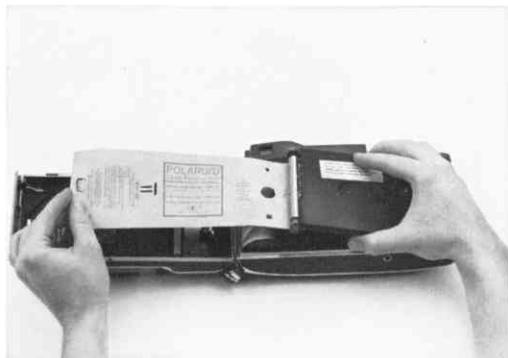
It is important to keep these rollers clean. Use a damp cloth to remove any specks or deposits that may appear on the rollers as the camera is used.



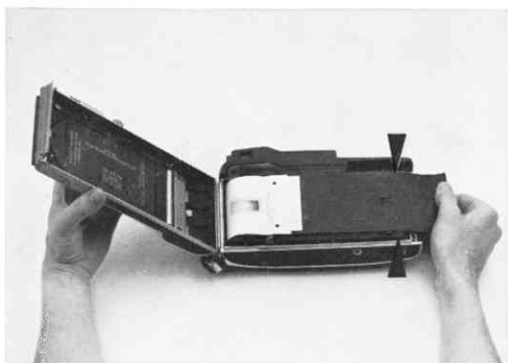
Remove the film carefully from its foil wrapper. The film actually contains two rolls: a large white (positive) roll and a spooled (negative) roll. When you unwrap the film, be careful not to break the Scotch Brand Tape seals on the top of the spooled roll and the underside of the large roll (arrows).



Drop the rolls into the wells on either side of the bellows, as shown.



Now close the inner panel, folding the film leader over the steel roller on the edge of the inner panel.



Lay the leader flat between the guides (arrows) at the outer edge of the panel. Be sure the white paper lies smooth and flat, **not** tucked into the well.



Then close the back cover, squeeze it tightly shut, and swing the latch all the way to the left to engage the prongs, then all the way to the right to lock. There will be a short tab of black paper extending beyond the cutter bar.

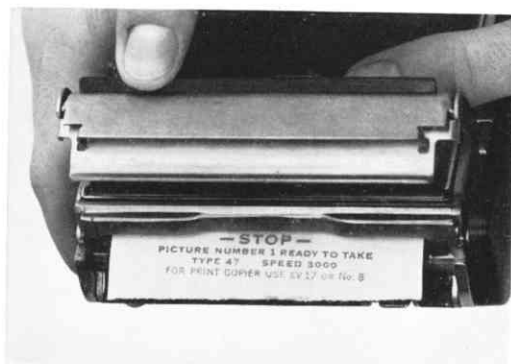
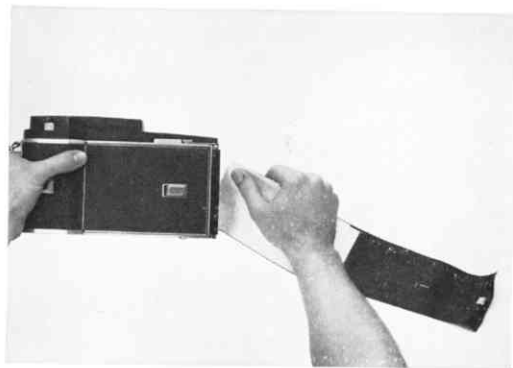
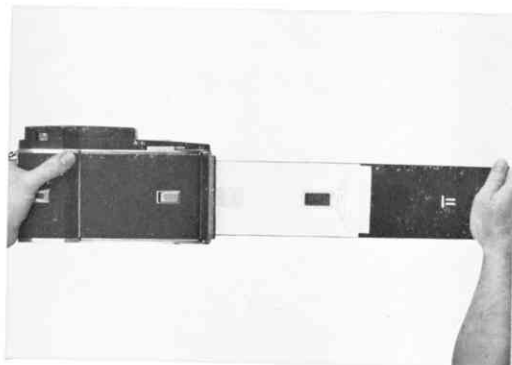
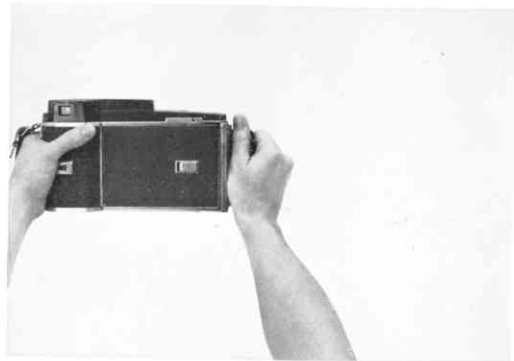
Important: Hold the camera as shown, the left hand under the strap, gripping the top of the camera securely. **If you hold the camera in any other way, you are apt to pull the tab out at an angle, which can cause it to mistrack and tear.**

With your right hand, lift the cutter bar by its plastic edge and grip the tab firmly.

Pull the tab straight out until it comes to a firm stop. Don't be surprised if you seem to be pulling out a lot of paper on this first pull. You must pull out the entire leader (about 15 inches) before the film stops, **but it will stop automatically.**

Close the cutter bar by pressing it **all the way** down. It will latch closed, and you can now tear off and discard the excess paper. (Naturally, you will discard it carefully — don't be a litterbug!)

The camera is now ready for the first picture. You can always tell what picture is ready to be taken by lifting the cutter bar and looking at the tab beneath it.



TAKING THE PICTURE

1. Set Film Speed: As described on page 7, turn the speed dial until the number between the red lines in the window corresponds to the film speed.

Set the Scene Selector for the type of lighting you are using.



2. Cock the Shutter: As noted on page 7, this energizes the electric eye. Don't leave the shutter cocked and the camera open in bright light for long periods of time (several hours), or you'll wear out the battery.



3. Focus the Camera: Center the triangular yellow spot on the most important part of the picture and turn the wheel until the two images blend into one sharp image (see page 8).



4. Take the Picture: Hold the camera firmly against your cheek, center the subject within the viewfinder lines, squeeze the shutter release slowly. (Remember, don't punch it — you will jar the camera and get a blurred picture.)

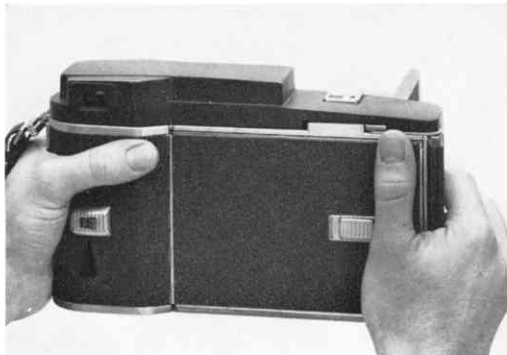
You have now taken the picture. **It will not start developing until you pull the tab.** (Some people have been known to snap the picture, wait a minute, then pull the tab and immediately remove the print — a very faint underdeveloped one.)



DEVELOPING THE PICTURE

Hold the camera with the left hand under the strap. It is important to hold it this way to assure correct advance of the film.

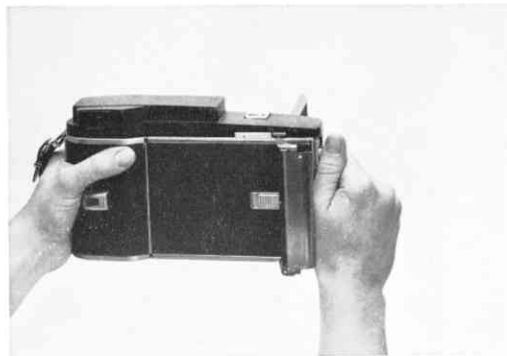
Throw the red switch (arrow) in either direction to release the film. (If you should throw the switch accidentally at any time, don't worry — no harm is done.)



Pulling the Tab

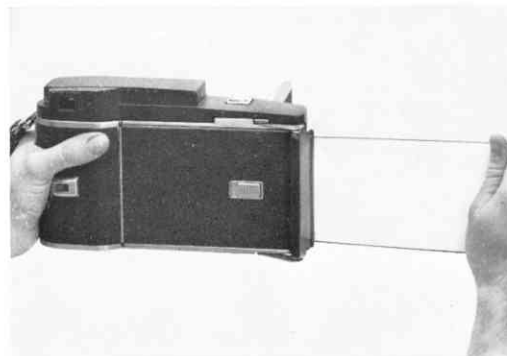
Shield the camera from direct sunlight when you pull the tab. Hold it in the shadow of your body so that no sunlight falls on the tab slot.

Open the cutter bar by lifting the plastic edge and take a firm grip on the paper tab. You'll find the best grip to use is along the length of the forefinger and thumb, as shown.



Pull the tab straight out with a single motion. Pull it about as hard and rapidly as you might pull down a window shade; not hard enough to pull the shade off the roll (or the film off the spool), but not slowly and hesitantly either. Remember, the film will stop automatically.

Note: If the tab will not pull easily, throw the red switch again.



After you pull the tab, press down and latch the cutter bar, and tear off and discard the excess paper.

WAIT RECOMMENDED DEVELOPMENT TIME

Pulling the tab has started the developing process — and advanced the film into position for the next picture. Follow the instructions in the Picture Tips for development times under various conditions.

