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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 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.**

## OneStep Land Camera

# Polaroid





### 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.

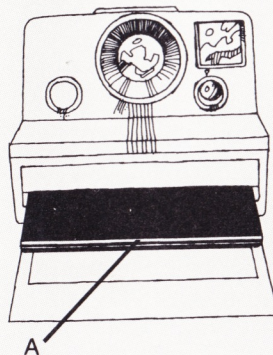
Although you can use flash outdoors over the full FlashBar and Q-Light ranges, you'll get particularly good results when you are about 6 ft. from your subject.

**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.



## 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

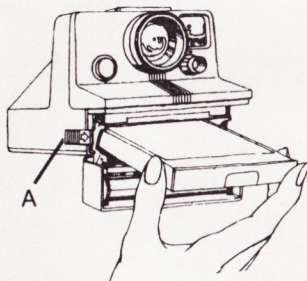
Grip it firmly in the palm of your left hand. Place your right thumb below the picture counter and your index finger on the shutter button. Curl the other fingers into your palm to avoid blocking the picture exit slot in front.

### 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 it's high-speed flash stops most action for remarkably sharp pictures.

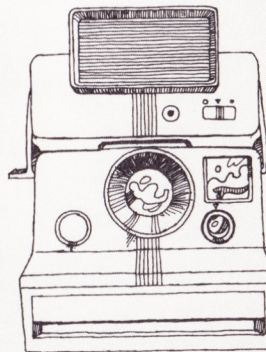
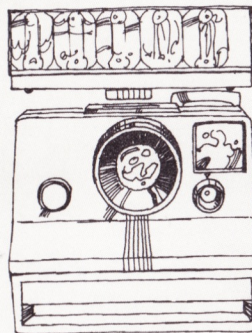
The Q-Light snaps easily onto the top of the camera. See the brief instructions packed with the unit.

**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.





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### Film and flash

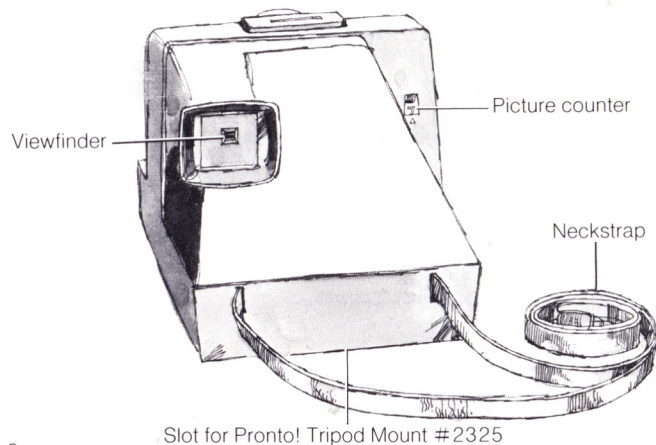
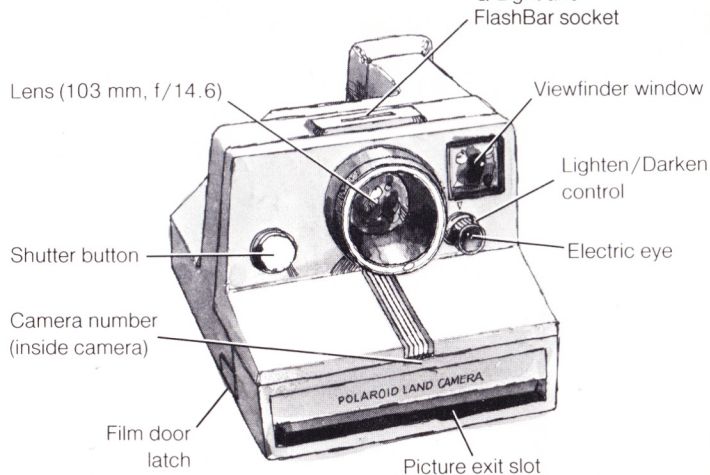
Your camera uses Polaroid SX-70 Land film. Each film pack provides ten 3 1/8 inch square color pictures, and contains a battery that powers the camera. For flash pictures, you can now choose between the standard FlashBar or Polaroid's new Q-Light #2351.

### 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

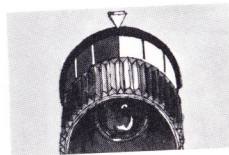
In general, place your subjects so the light falls on them from behind you or from the side. Also, try to place your subjects so the light on them is about as bright as the light on the background. If your subjects aren't in the sunshine, use flash or a firm support to get good daylight pictures. See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

### How the background affects exposure

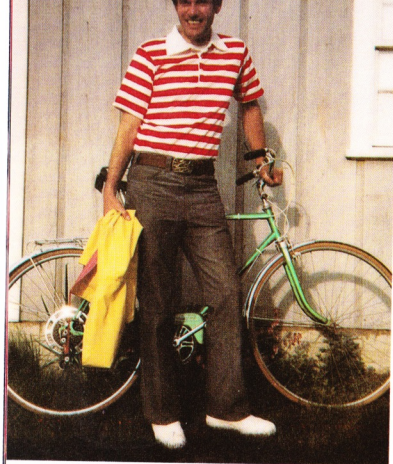
Exposure is controlled by the electric eye next to the lens. It governs the opening and closing of the camera's shutter, letting just the right amount of light reach the film.

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).

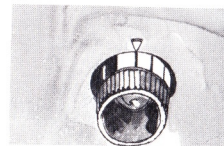
Generally, your camera will set the correct exposure without any adjustment of the L/D control. Leave it at normal, as shown. (If flash pictures are too light or dark, you probably didn't stay within the flash range.)



Normal setting



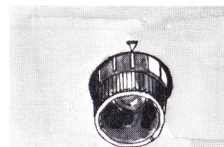
If the background is very bright, your subject may be too dark (top left). Set the Lighten/Darken control 1 or 2 marks to Lighten so the subject receives normal exposure, as in the top right picture.



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.

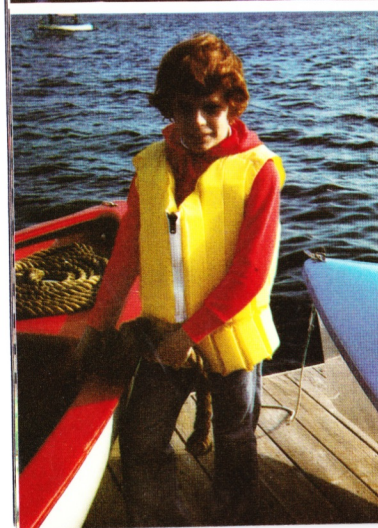




When shooting in the shade, under heavily overcast skies or at dusk, you can combine flash with daylight to produce properly exposed pictures that might otherwise have been too dark and fuzzy.

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"?

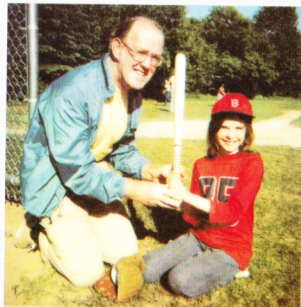
In your pictures, everything from 4 ft. to the most distant object will be clear and in focus. This long range of sharpness, called "depth of field," is automatic — the lens is prefocused.

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

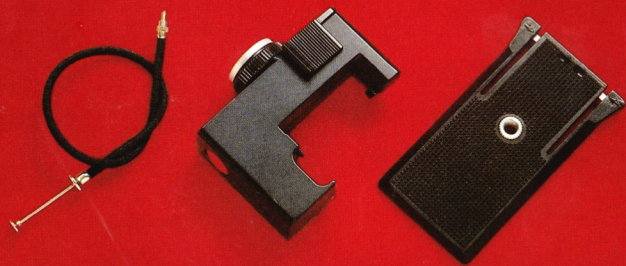
You can order copies or enlargements of your favorite pictures to send to family and friends or enjoy at home. High-quality copies and enlargements may be ordered through your camera dealer or directly from Polaroid Copy Service (the order form is on the back of the film cover).

## 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.





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.

