

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 rotating each one separately with your finger. Each should move freely. Remove any specks with a clean, lint-free cloth, moistened 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.





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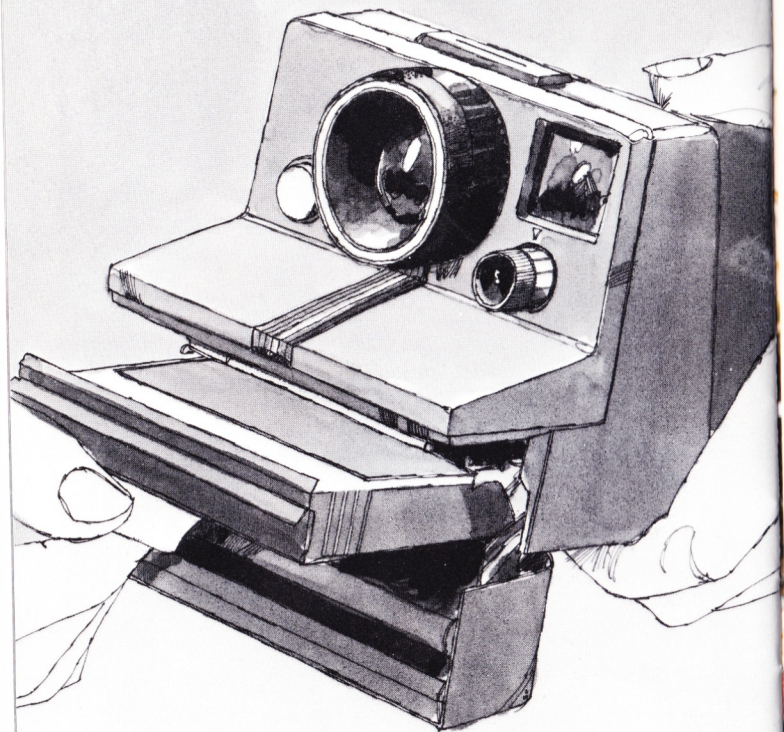
The film pack may have been damaged before picture taking, perhaps by being squeezed during loading.

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 film cover or film is ejected only part way:

1. Release the film shade so it snaps back.
2. 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 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
2040 E. Maple Avenue
El Segundo 90245
Telephone: (213) 322-6206

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
9029 Governors Row
Dallas 75247
Telephone: (214) 631-9500

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
Colonel Bourgstraat 113
1140 Bruxelles-Brussel

Brazil

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

Mailing address:

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São Paulo 01000

Canada

Polaroid Corporation
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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

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Blokken 75
3460 Birkerød

France

Polaroid (France) S.A.
Office:
57, rue de Villiers
92202 Neuilly

Repairs:

1, rue Ambroise Croizat
95100 Z.I. Argenteuil

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
10th Fl. Block "B"
Watson's Estate
8 Watson Road, North Point
Hong Kong

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 (Europa) B.V.
De Boelelaan 32
1083 HJ Amsterdam

Repairs:

Parallelweg 37b
7511 EE 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.
M-4 The Orchard
290 Orchard Road
Singapore 9

Mailing address:
Box 22
Pasir Panjang Post Office
Singapore 5

Sweden

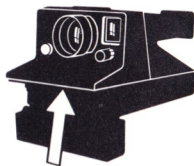
Polaroid AB
Ekholmsvägen 34
127 24 Skärholmen

Switzerland

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Hardturmstrasse, 175
8037 Zürich

Venezuela

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

**JOT IT DOWN**

For a permanent record,
please jot down this
information.

Camera manufacturing lot
number (see arrow)

Date of purchase

Where purchased (name of
dealer)

*** Authorized Service Centers**

P1671B 1/79 AC/AC

“Polaroid,” “SX-70” and “OneStep”®

Printed in U.S.A.