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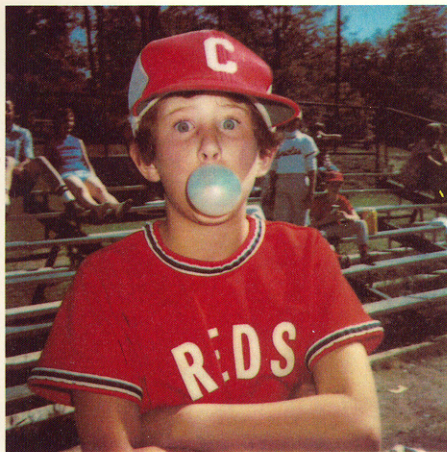
# Polaroid

## **Polaroid introduces sonar focusing – the ultimate in one-step photography**

That unexpected moment, that perfect smile, will never again be lost while you pause to set the lens.

The instant you see your picture, just aim and shoot. With sonar focusing, the camera sets the lens instantly, automatically.

Now, nothing interferes with seeing the shot and taking it.



**(See "How sonar focusing works" inside this foldout.)**

## How sonar focusing works

As you begin to press the shutter button, your camera releases sound waves to the central part of the scene (approximate area marked in blue).

The frequencies are far beyond our range of hearing and travel at the speed of sound (1,100 feet per second).

The split second it takes for the sound to reach your subject and the echo to return is fed into a tiny electronic computer inside the camera.

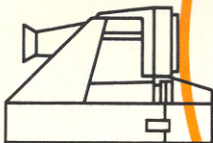
The computer uses this time measurement to calculate the distance between the camera lens and your subject, then signals a motor to turn the lens until your subject is in sharp focus.

This extraordinary chain of events takes place in less than 1/3 of a second.

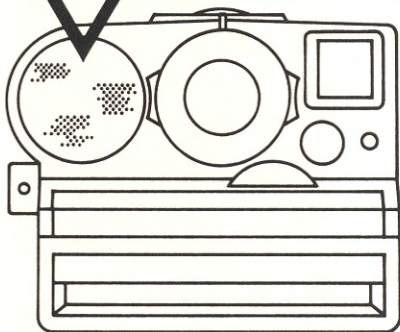
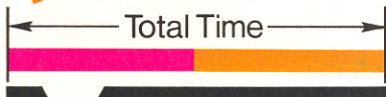




Sound waves reach subject ...



... echo returns to camera.



## Contents

Please spend a few minutes reading this booklet. It could mean the difference between taking consistently good pictures or disappointing ones.

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## Features

- Automatic and precise focusing in any light, even total darkness.
- Built-in “use flash or tripod” indicator.
- Pictures from 3 feet to infinity (flash to 12 feet).
- Can shoot as fast as every 1.5 seconds.
- 3-element, 114mm lens.
- Variable aperture from f/9.5 to f/24.
- Variable shutter speed from 1/180 of a second to 1 second.
- Flash in daylight to eliminate shadows.
- Automatic time exposures to 1 second.

## Call us, free

If you ever have a question about your camera or your pictures, call us toll free...

**800-225-1384**

from anywhere in the continental U.S.A. except Massachusetts and Alaska. From those states, call collect—(617) 864-4568. In Canada, call toll free—800-261-6970. Our Customer Service representatives can be reached every weekday from 8 a.m. to 5 p.m., your local time.

## Film and flash

Your camera uses Polaroid SX-70 Land film and FlashBars. Each film pack provides ten color pictures and contains a battery that powers the camera. Each FlashBar has ten bulbs.

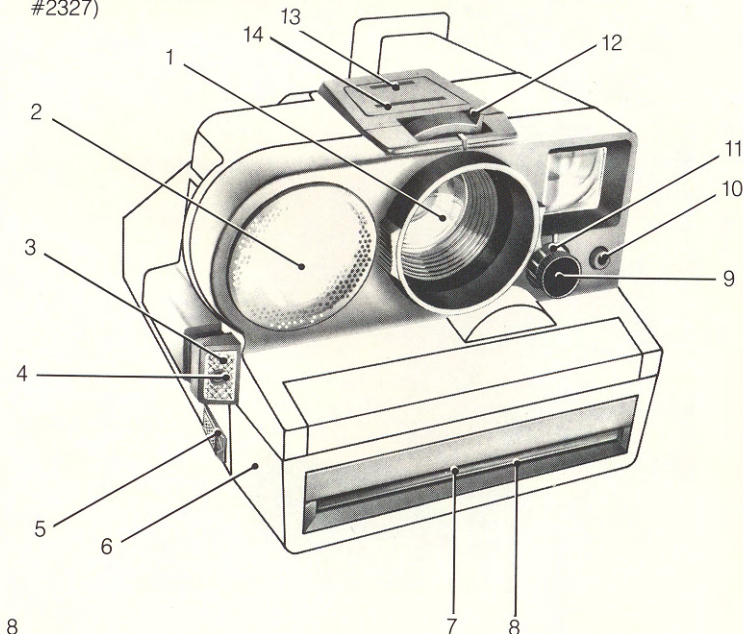
You'll never waste a flash or film with this camera. It will not let a bulb fire when a film pack is empty and will not take a picture when all the bulbs on one side of the FlashBar have been fired. Your camera also finds the next good bulb in a partly used FlashBar.

Please read the important electronic flash statement on page 39.



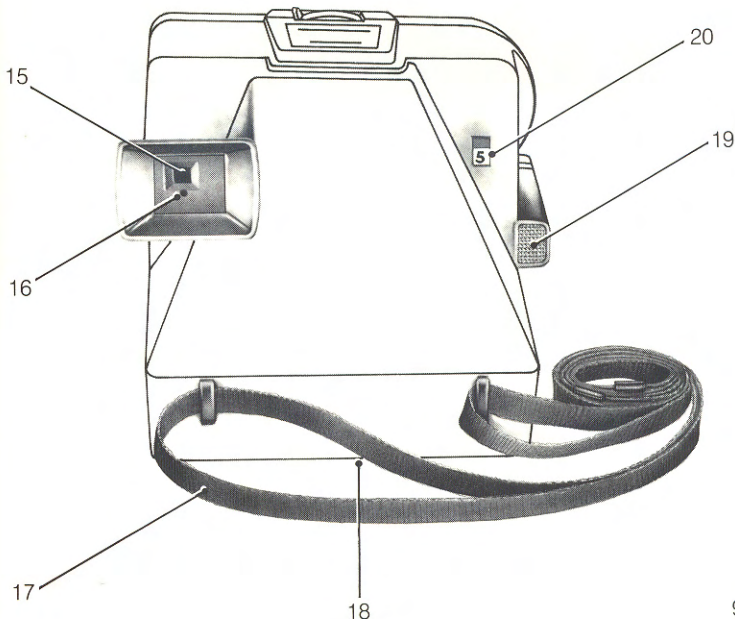
## Camera parts

- |  |   |  |
|--|---|--|
| 1 Lens<br>(3 element,<br>114mm, f/9.5)                                   | 5 Film door latch   | 8 Picture exit slot  |
| 2 Transducer (sends<br>the sound waves<br>and receives the<br>echo)      | 6 Film door   | 9 Electric eye   |
| 3 Shutter button   | 7 Film shade (shields<br>the film from light; if<br>it doesn't roll back<br>after the film is<br>ejected, gently lift<br>its front end) | 10 Sensor (for the "use<br>flash or tripod" indi-<br>cator under the<br>viewfinder)          |
| 4 Cable release<br>socket (for the Pola-<br>roid Cable Release<br>#2327) |   | 11 Lighten/Darken<br>control (use only in<br>special lighting<br>situations; see<br>page 26) |





- |                                     |  |   |
|-------------------------------------|--|---|
| 12 Focus switch                     | 16 "Use flash or tripod"<br>indicator  | 19 Thumb grip   |
| 13 Socket for a future<br>accessory | 17 Neckstrap   | 20 Picture counter<br>(goes to 10 when<br>you load a new or<br>partly used film<br>pack into the cam-<br>era, counts down to<br>show how many pic-<br>tures are left) |
| 14 FlashBar socket                  | 18 Tripod socket (is on<br>the bottom of the<br>camera; accepts a<br>standard tripod<br>screw) |   |
| 15 Viewfinder                       |  |   |



## To load the film

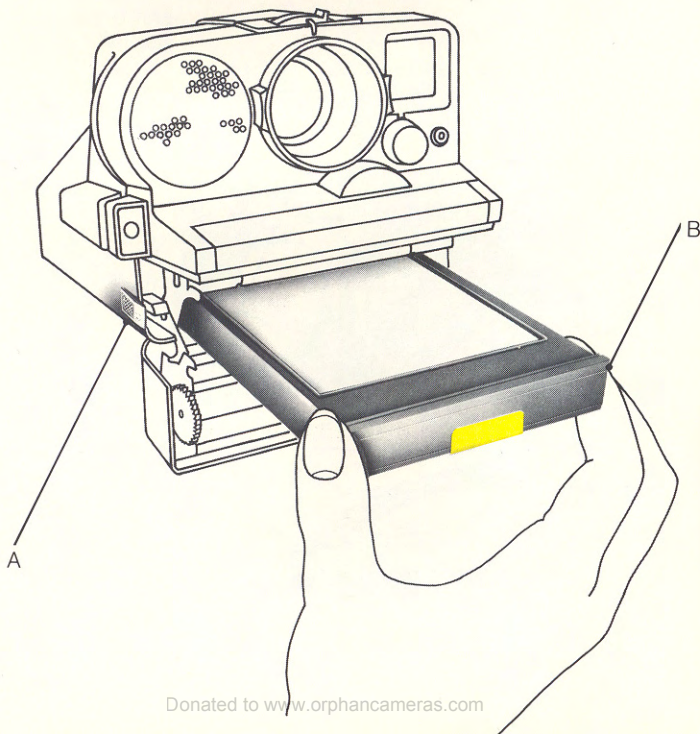
Push the latch (A) forward. The film door will drop open.

Hold the film pack by its edges only. (Gripping the pack above and below the yellow tab may damage the film.)

Push the film pack into the camera until the narrow strip (B) snaps open.

Close the film door. You'll hear the camera eject the film cover.

To remove an empty pack, pull the yellow tab.

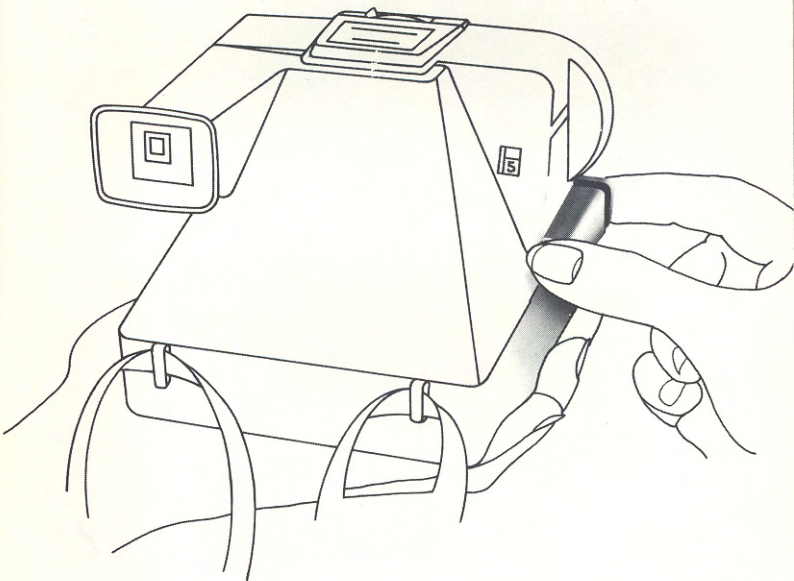


## To hold the camera

Grip it firmly in the palm of your left hand.

Place your right thumb on the thumb grip, index finger on the shutter button, and curl the other fingers into your palm.

It's important to hold the camera as shown. Then, when you squeeze the shutter button, your fingers will not block the picture exit slot in front.



## To aim

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



## To shoot

Squeeze the shutter button. The camera automatically sets the lens.

**Hold the camera steady until the film is ejected.**

Remove and handle the developing picture by its wide white border.





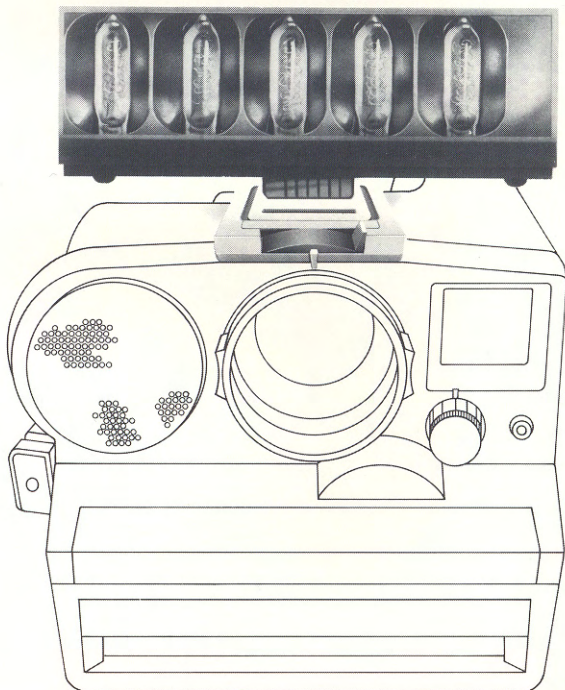
## Use flash for most indoor pictures

Insert a FlashBar into the FlashBar socket. Always do this with the camera pointing away from you.

Indoors, you can take flash pictures of subjects **3 to 12 feet from the camera** (no more, no less).

You'll get particularly good flash pictures of people when they are 4 to 6 feet away and near a colorful background.

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



## Watch for your camera's "use flash or tripod" indicator

When you're not using flash, a red light may appear under the viewfinder as you begin to press the shutter button.

If you see the red light, release the shutter button. Then use flash or place the camera on a tripod for a time exposure.

It warns that the lighting on the scene is not bright enough for hand-held picture taking. Outdoors, the red light will most likely appear when it is heavily overcast, at dusk or when you're shooting in a shaded area. It will also appear indoors in most room lighting.



## You can use flash in daylight

This exciting feature, called “fill-flash,” can correct lighting situations that might otherwise have produced disappointing results.

Although you can use “fill-flash” when your subjects are **3 to 12 feet from the camera**, you’ll get particularly good results when they are 4 to 6 feet away.

Here are the typical ways “fill-flash” can help in daylight:

(near right)

Strong sunlight can create harsh facial shadows. Flash can fill in the shadowed areas with even, flattering light.

(middle right)

Your subject may be forced to squint when facing bright sunlight. To get the natural expression you want, take your subject out of direct sunlight and use “fill-flash.”

(far right)

When the sun is behind your subject (but not shining directly into the lens), your subject usually will be too dark in the picture. “Fill-flash” can provide the added light your subject needs.







## Indoor flash hints

### Watch the background

To assure that it will be well lit by the flash, the background should be colorful and near your subject.

When the background is dark, or far behind your subject, or beyond the flash range, it will be too dark in the picture.





### Arrange groups carefully

All the people in a group should be about the same distance from the camera. Then everyone will be lit evenly by the flash.

### To avoid a flash reflection

When shooting toward a reflective object or background (mirror, window, eyeglasses, etc.), stand to one side of your subject and shoot from an angle to avoid a flash reflection in the picture (see below).

However, when the reflective surface is smooth and flat and is the central part of your main subject (glass enclosed art, wall hanging, etc.), shooting at an angle may cause the sound waves to reflect away from the camera. If this happens, the lens will be set incorrectly and your picture may be unsharp. To avoid this, you can set the lens manually (see page 28).



## Picture hints

It's easy to take beautiful pictures. Just keep these points in mind:

- Outdoors, in bright sunlight, stand so the sun is behind you or to the side.
- Move in close. You'll get particularly good results when your subject is about 4 to 5 feet from the camera. Then important details fill the picture and backgrounds are less distracting.
- Don't just wait for a special occasion. Photograph your subjects when they least expect it. Your camera is perfect for this type of shot—just aim and shoot.





- Save action pictures for bright, sunlit days. Then your camera's shutter will work at top speed. And for best results, have your subjects move toward you rather than across the picture.
- Give your subjects something to do. Then they'll feel relaxed, not stiff or posed.



## Picture hints, continued

- You don't always need direct sunlight to get great results. This portrait was taken on a bright overcast day. Since the light is diffused, shadows are soft, making it a flattering light for close-ups.
- When shooting scenics, include something in the foreground to serve as a natural frame or to show depth or scale.

