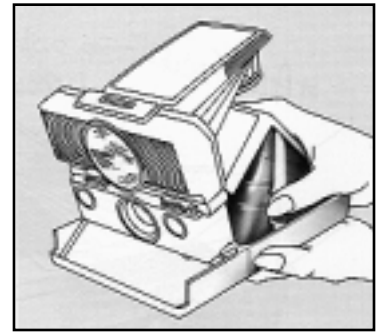


# SX-70 Cameras

## Folding Models

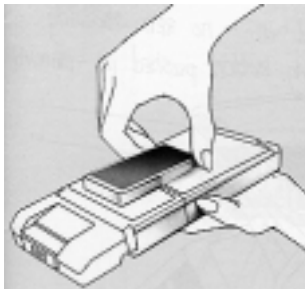
- SX-70, SX-70 Model 2
- SX-70 Alpha, SX-70 Alpha Models 1 & 2
- SX-70 Model 3
- SX-70 Sonar/Autofocus

## User Guide

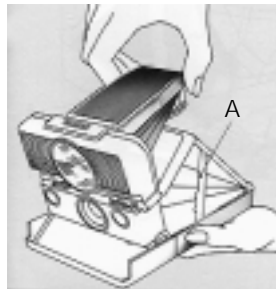


For additional information about SX-70 cameras and other Polaroid products, contact Americas Business Center toll-free at 1-800-343-5000, 8am to 8 pm EST, Mon - Fri (USA and Canada only) or visit [www.polaroid.com](http://www.polaroid.com).

### Opening & closing the camera

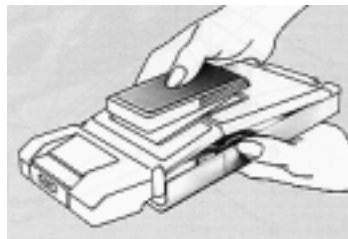


Hold the camera in the palm of your left hand. Grasp the sides of the viewfinder cap at the rear (ribbed surfaces).

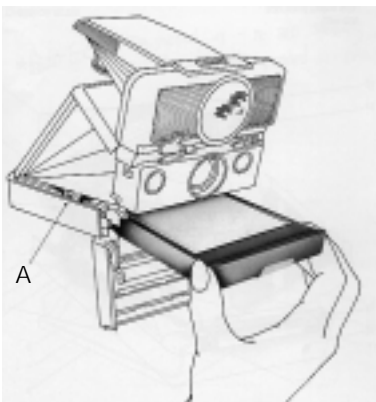


Lift straight up until cover support (A) locks.

To close the camera, push cover support to the rear. Press down on the viewfinder cap until both sides latch.



### Loading & unloading film



All SX-70 cameras use Polaroid Time-Zero SX-70 film.

Push the film door latch (A) down to open the film door.

Hold the film pack by its edges and push it into the camera. With your fingers away from the picture exit slot, close the film door. The motor will run and eject the film cover.

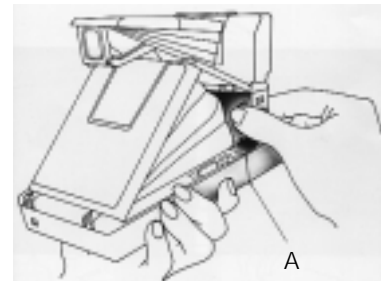
Note that the film counter on the back of the camera sets to ten. It counts backwards indicating the number of shots remaining.

After shooting ten pictures, remove the film pack by opening the film door and pulling the pack out by the little tab.

### Holding the camera

Hold camera in your left hand with your thumb and fingers behind the hinge (A). Fingers must not block the exit slot and thumb should not touch the bellows.

Raise the camera so your eye is close to the viewfinder.



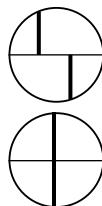
### Taking the picture



Look through the center of the eyepiece. Rest your thumb on the back of the shutter housing, with your right forefinger on the shutter button. Curl the other fingers into your palm.

Bring your eye close to the viewfinder so you can see all four corners of the black frame inside. Hold the camera steady. After focusing, squeeze the shutter button all the way down until the picture exits.

### Focusing the camera

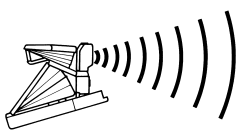


Your SX-70 camera has a split-image circle in the center of the viewfinder image. Aim camera so that the split circle is over a vertical line or edge that you want sharp in your picture. Turn the focus wheel until the vertical line in the top half circle lines up with the line in the lower half circle.

The split circle helps you focus, not frame or view. It is placed low in the viewfinder so it won't interfere with viewing. This means you may have to reframe your picture after you focus. When you reframe, don't change your distance from the subject. Simply point the camera down or to one side until you see in the viewfinder exactly what you want in the picture.

**The SX-70 Model 3** is not a single lens reflex camera. To focus, estimate the distance from the lens to your subject (if closer than 3 feet, measure it), then turn the focus wheel until the correct distance is opposite the white line. Outdoors with subject more than 15 feet away, set lens at infinity mark.





## Sonar/Autofocus

SX-70 Sonar/Autofocus models focus automatically using sound wave technology. Simply aim the camera at your subject,

press the shutter button and hold the camera steady until the picture ejects.

These Sonar/Autofocus models let you preview your picture. Lightly press the shutter button part way down to see what your picture will look like. Then either press the button all the way down to take the picture, or release it and change your position or the camera angle and preview again.

**CAUTION:** If there's a window pane, glass display case, wall hanging, etc. in front of your subject, the sonar may be fooled and reflect an incorrect focus distance. Preview your picture in the viewfinder to be sure the sonar provides proper focus. If it doesn't, disconnect the sonar by pressing on the switch above the focus wheel until the red line shows. Then use the focus wheel to set your camera manually to the correct lens-to-subject distance until the image is clear. Don't forget to turn the automatic sonar focusing feature back on for later pictures; just press the top of the switch or close the camera.

## Lighten/Darken control



If subject is too light or too dark in daylight pictures, compensate by turning the Lighten/Darken control one mark and shoot again in the same place with the same lighting. White area lightens picture, dark area darkens.

## Cleaning the rollers

Open film door, depress light shield (A), and rotate the rollers. Wipe rollers with a moist cloth—never scrape them. Use only water to clean rollers.



## Image manipulation

Image manipulation is a creative technique using Time-Zero SX-70 film. Artists apply pressure to the images after the pictures eject from the camera. They use a variety of tools, including pen caps, popsicle sticks, clay modeling tools and dental instruments to achieve different results.

For more information about image or emulsion transfer and other creative uses for Time-Zero SX-70 film, call Americas Business Center, 1-800-343-5000, or visit [www.polaroid.com](http://www.polaroid.com).

## Using FlashBars

*Note that FlashBars are no longer manufactured. For information about third-party vendors, call Americas Business Center, 1-800-343-5000, or visit [www.polaroid.com](http://www.polaroid.com).*

Flash must be used for indoor pictures.

Effective FlashBar ranges are 10.4 inches to 20 feet.

Insert a FlashBar into the socket in the camera and push in firmly. (On SX-70 Model 3 with socket on the top of the viewfinder, depress viewfinder cap all the way as FlashBar is inserted, then release it slowly.) On other models, the FlashBar socket is on the top front of the camera body above the lens or sonar.



When all five bulbs on one side are used, remove the FlashBar and turn it around for the remaining five bulbs.

## IMPORTANT FLASH REMINDERS

- Set the focus distance carefully—setting affects exposure.
- Place subject close to a colorful background, if possible.
- In group pictures, have everyone about the same distance from the flash for even lighting.
- Avoid hot spots and reflections from mirrors, windows, artwork, eyeglasses, etc. reflecting the flash. Shoot at an angle rather than head-on.

## Minimum lens-subject distance

To produce clear pictures, do not place your subject closer than 10.4 inches to the camera.

## Additional information

We have a staff of Polaroid photography experts whose job is to help you take good pictures. Direct your camera, film and picture questions to Americas Business Center.

Call toll-free, **1-800-343-5000**, 8am to 8 pm EST, Mon - Fri (USA and Canada only) or visit [www.polaroid.com](http://www.polaroid.com).

