

## **SX-70 Sonar Land Camera**

### **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.

# Polaroid

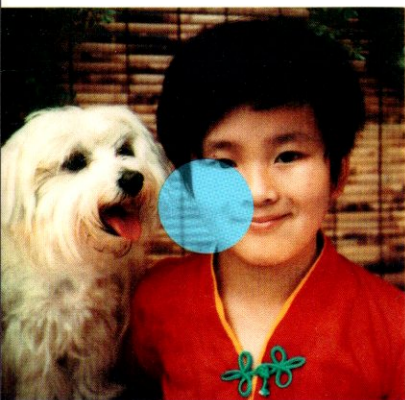


(See "How sonar focusing works"  
inside this foldout.)

## 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).

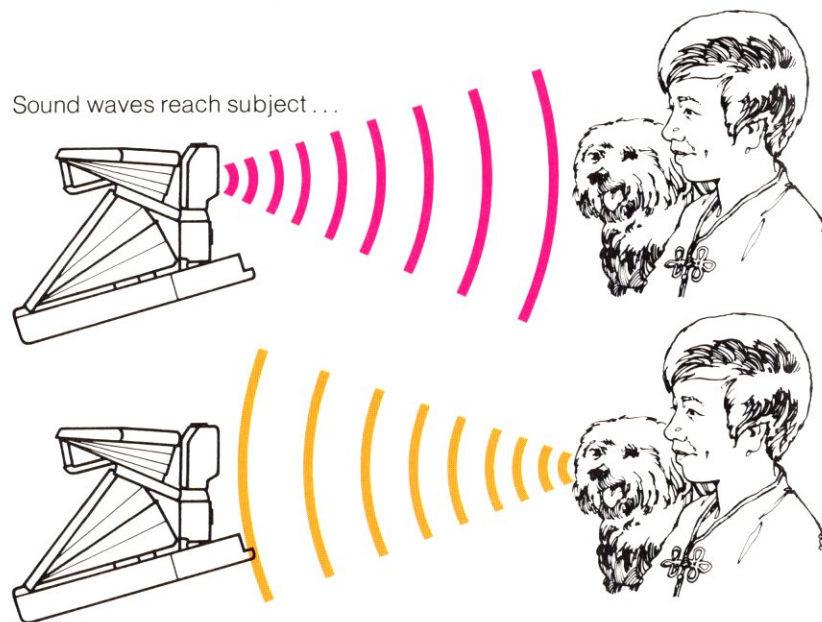
The frequencies are far beyond our range of hearing and travel at the speed of sound (1,100 feet per second).



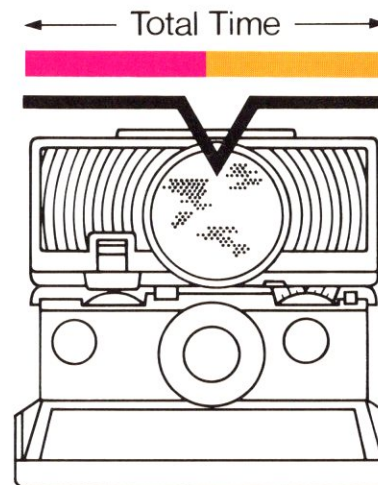
The split second it takes for the sound to reach your subject and the echo to return is fed into a tiny electronic computer inside the camera.

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  $\frac{1}{3}$  of a second.



... 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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## 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. Our Customer Service representatives can be reached every weekday from 8 a.m. to 5 p.m., your local time. In Canada, call toll free—800-268-6970.

## Film

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



## Flash

For flash pictures, you can now use the standard FlashBar or Polaroid's Polatronic Flash. And with both, you won't waste a flash or film.

When all the bulbs on one side of a FlashBar have fired or when the Polatronic Flash unit is turned off or not fully charged, your camera will not operate — so you won't waste film. And when the film pack is empty, the flash will not fire.

### Standard FlashBar

Comes with 10 bulbs—five on each side. Your camera will find the next good bulb in a partly used FlashBar. The FlashBar range is 10.4 inches to 20 feet from the camera.

### Polatronic Flash #2350

Supplies about 75 flashes with a fresh set of batteries.\*

And its 1/1000 of a second flash stops most action indoors for remarkably sharp pictures. The Polatronic Flash range is 10.4 inches to 12 feet from the camera.

## Features

### New with sonar focusing:

- Automatic and precise focusing in any light, even total darkness.
- Can "preview" before you shoot to see what you'll get in the finished picture.
- Built-in "use flash or tripod" indicator.

### Standard with SX-70:

- Through-the-lens viewing.
- Automatic exposure control for daylight and flash pictures.
- Pictures from 10.4 inches to infinity (flash to 20 feet).
- Can shoot as fast as every 1.5 seconds.
- 4-element, 116mm, precision glass lens.
- Variable aperture from f/8 to f/74.
- Variable shutter speed from 1/180 second to 14 seconds or more.
- Flash in daylight to eliminate shadows.
- Automatic time exposures to 14 seconds or more.

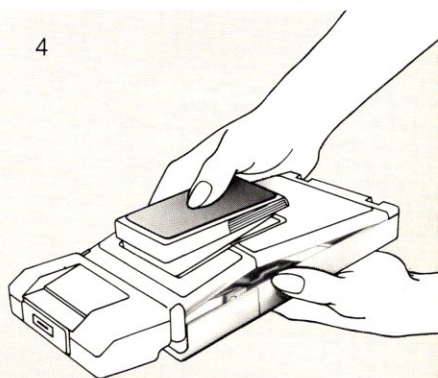
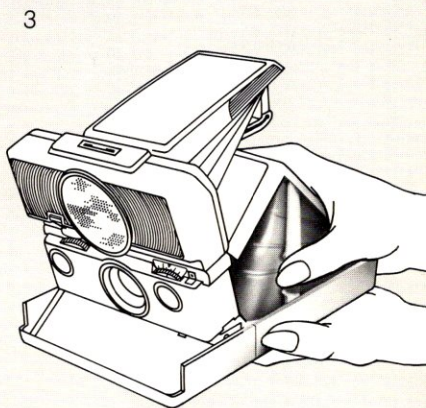
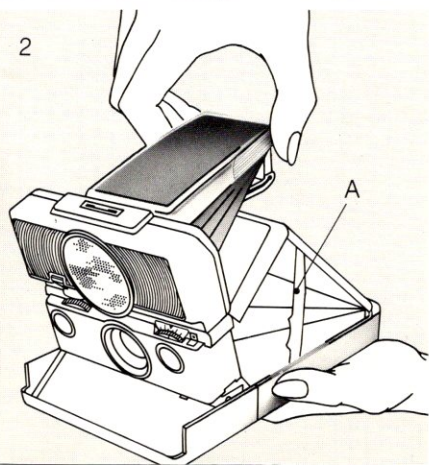
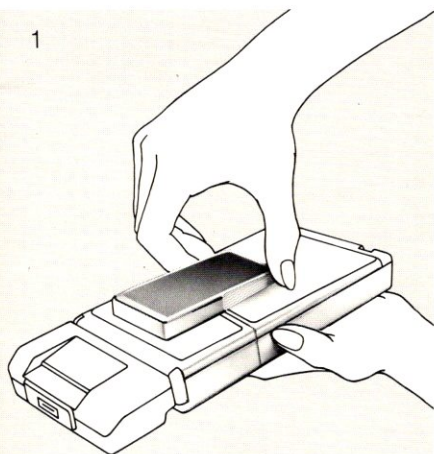
\*Depending on battery type and frequency of use.



## To open and close the camera

**Opening:** Hold the camera in the palm of your left hand. Lift the thin end of the viewfinder cap and pull it straight up until the cover support (A) locks.

**Closing:** Push the cover support toward the rear of the camera. Press down on the viewfinder cap until **both** sides of the camera latch.



## Camera parts

1 FlashBar and Polatronic  
Flash socket

2 Transducer  
(sends the sound waves  
and receives the echo)

3 Focus switch

4 Focus wheel

5 Shutter button

6 Lens  
(4 element, 116mm, f/8)

7 Distance scale

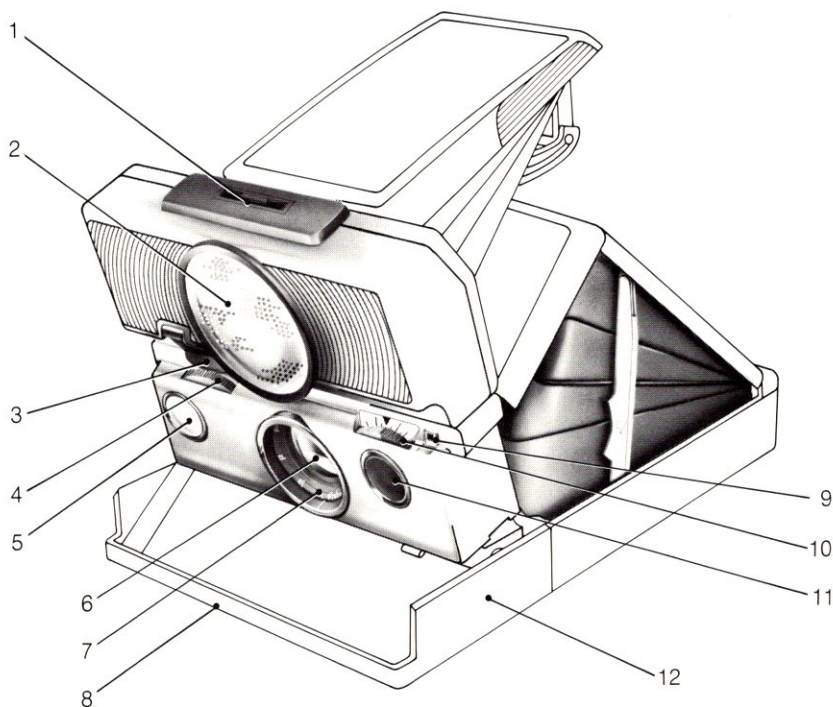
8 Picture exit slot

9 Sensor  
(for the "use flash or  
tripod" indicator inside  
the viewfinder)

10 Lighten/Darken control  
(use only in special  
lighting situations;  
see page 26)

11 Electric eye

12 Film door



- 13 Viewfinder cap  
14 Viewfinder eyepiece

- 15 Neckstrap connectors (follow the instructions on the neckstrap sleeve)

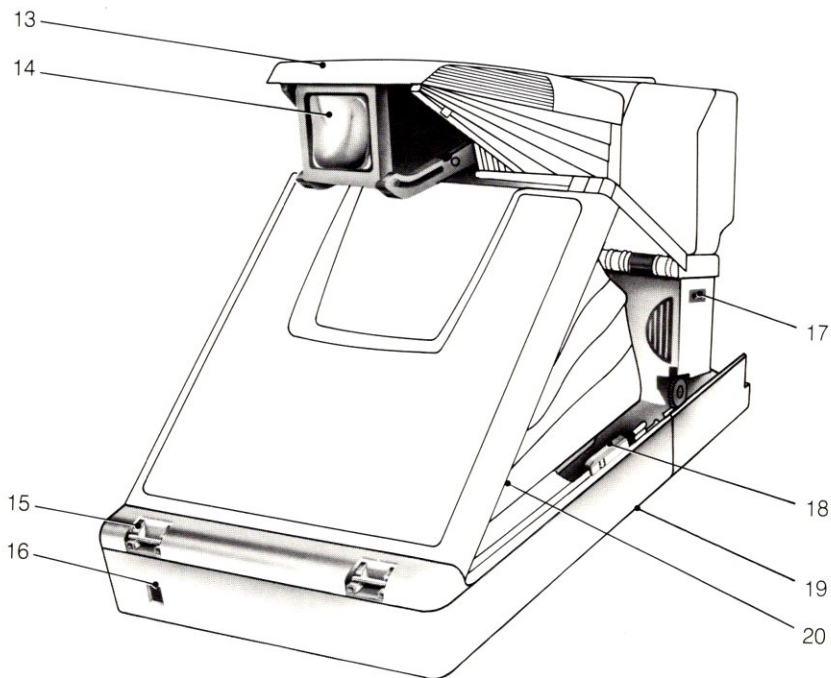
- 16 Picture counter (goes to 10 when you load a new or partly used film pack into the camera; counts down to show how many pictures are left)

- 17 Remote shutter button connector

- 18 Yellow bar (opens film door)

- 19 Tripod socket (is on the bottom of the camera; accepts a standard tripod screw)

- 20 Serial number (under this edge)





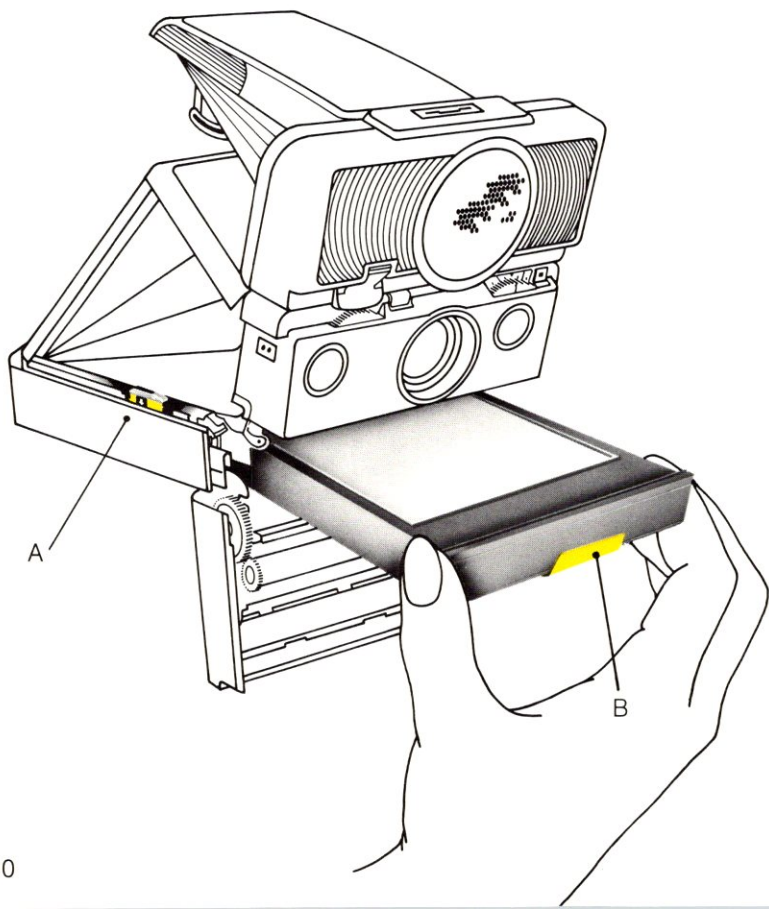
## To load the film

Push down on the yellow bar (A). 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 colored tab (B) may damage the film.)

On some packs, a narrow plastic strip along the front will snap open when the film pack is pushed all the way in.

Close the film door. You'll hear the camera eject the film cover. To remove an empty pack, pull the colored tab.

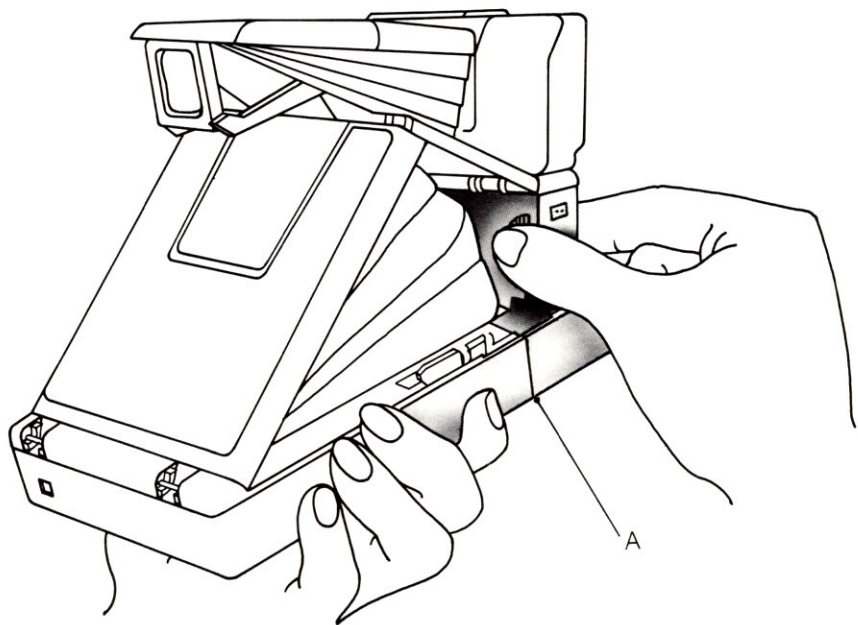


## To hold the camera

Grip it firmly in the palm of your left hand, thumb and fingers behind the hinge (A).

Place your right thumb on the semi-circle, 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 press against the bellows or block the picture exit slot in front.



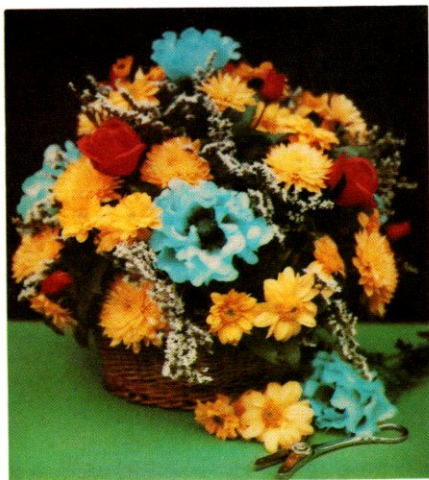
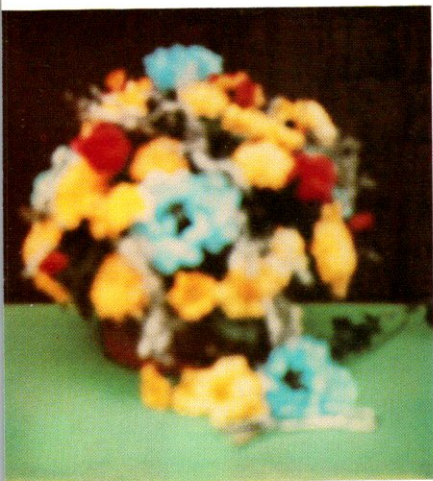
## How sonar focusing lets you "preview" the picture

To familiarize yourself with sonar focusing and "previewing," stand a few feet from your subject. Then look through the viewfinder. Notice that the scene appears unsharp.

*Lightly* press the shutter button part-way and hold it there. You'll hear a brief whirring sound as the lens brings your subject into sharp view. (If film is ejected, you pressed too hard and accidentally took a picture.)

What you now see in the viewfinder is a "preview" of what the finished picture will look like. If it isn't exactly what you want, release the button, change position or camera angle, then *lightly* press again for another "preview." When you're ready to shoot, hold steady and squeeze the button all the way.

"Previewing" helps you to plan a picture carefully. For quick snapshots, however, there's no need to hesitate. Just aim and shoot as described on the opposite page.



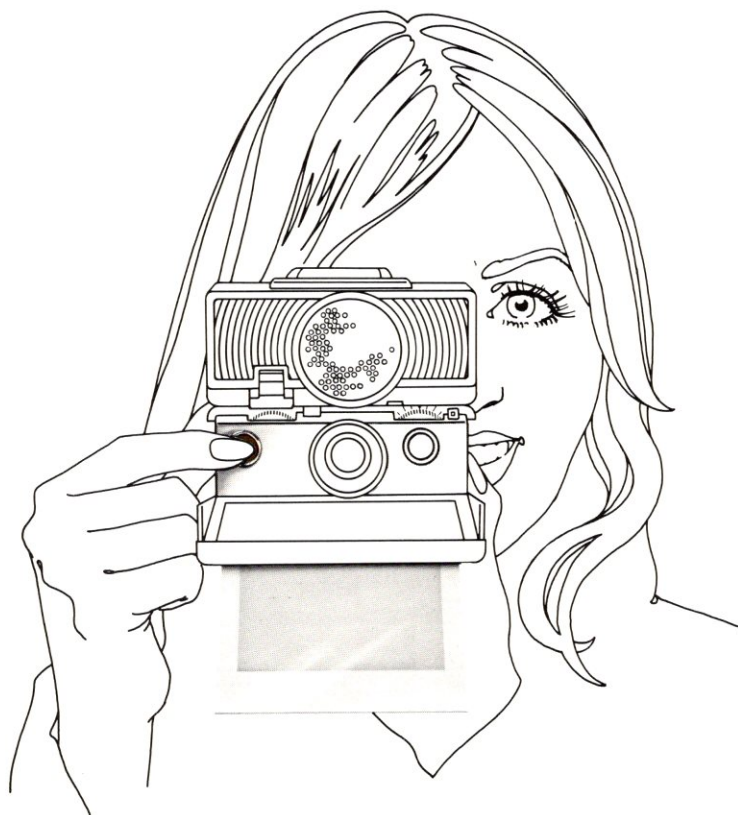


## To aim and shoot

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

Squeeze the shutter button all the way. **Hold the camera steady until the film is ejected.**

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



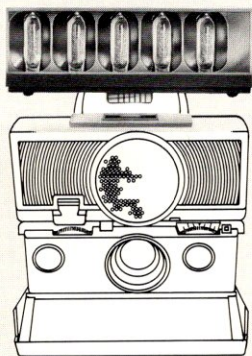
## Use flash for most indoor pictures

For indoor pictures, you can now choose between the standard FlashBar or Polaroid's Polatronic Flash.

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

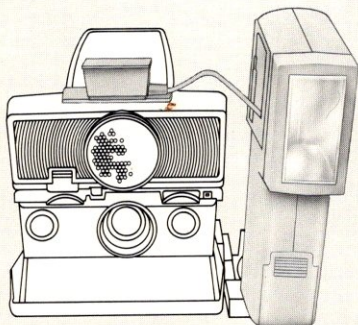
Insert the FlashBar into the flash socket. Always do this with the front of the camera pointing away from you.

The FlashBar range is **10.4 inches to 20 feet from the camera.**



The Polatronic Flash attaches easily to the camera. See the brief instructions packed with the unit.

The Polatronic Flash range is **10.4 inches to 12 feet from the camera.**



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

When you're not using flash, a red light may appear in the right side of 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.

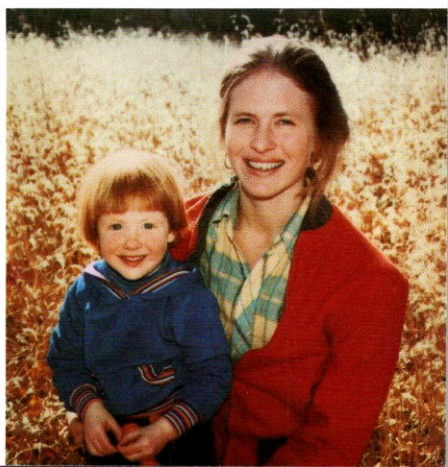
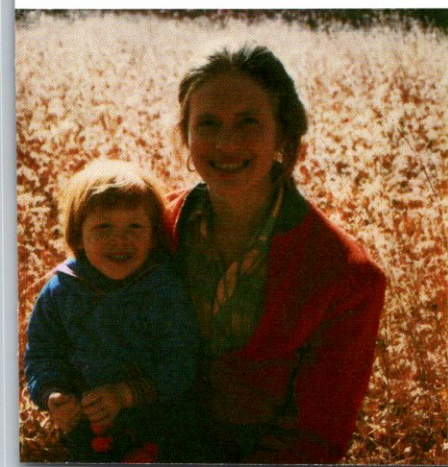
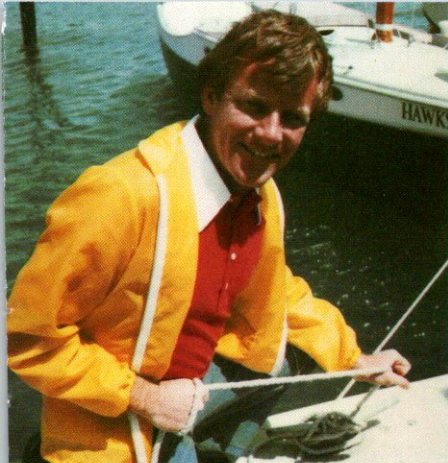
Although you can use "fill-flash" over the full FlashBar and Polatronic Flash ranges, you'll get particularly good results when you're **about 5 to 6 feet from your subject.**

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

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

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."

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.

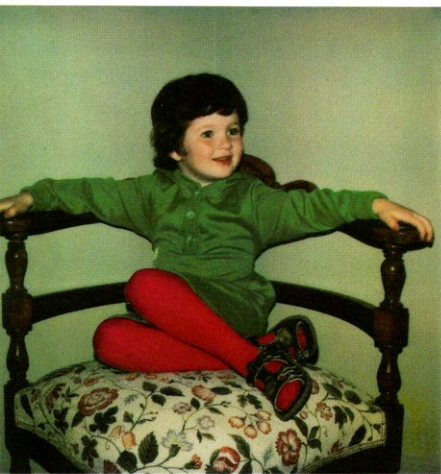


## Indoor flash hints

### Move in close and watch the background

You'll get particularly good flash pictures of people when they are **5 to 6 feet away** and **near** a colorful background.

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





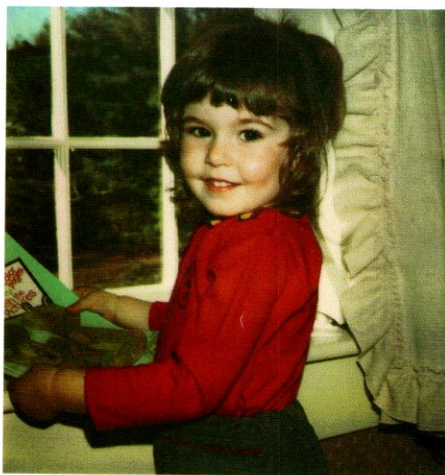
### **Arrange groups carefully**

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).

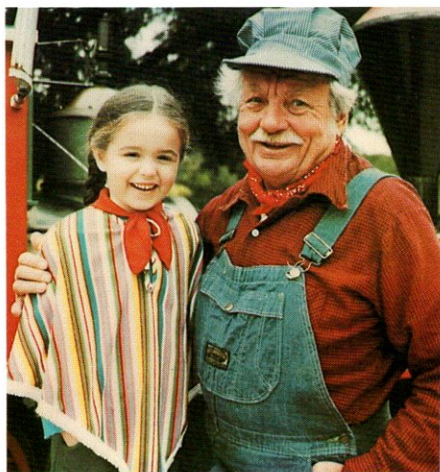
However, when the reflective surface is smooth and flat and is the central part of your main subject (glass enclosed art, wall hanging, etc.), shooting at an angle may cause the sound waves to reflect away from the camera. If this happens, the lens will be set incorrectly and your picture may be unsharp.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



## Daylight picture hints

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

- 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 5 to 6 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.

But indoors, Polaroid's Polatron Flash will stop most action for remarkably sharp pictures.

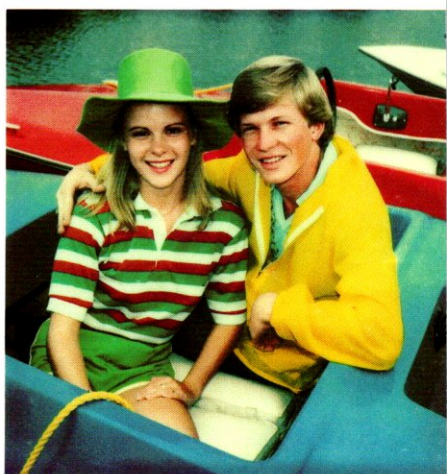
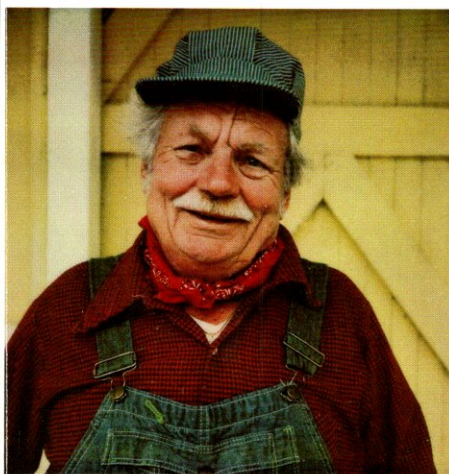


- Give your subjects something to do. Then they'll feel relaxed, not stiff or posed.

## Daylight 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.
- Include color. Use props. Ask your subjects to wear bold, solid colors or pose them near a colorful background.
- When shooting scenics, include something in the foreground to serve as a natural frame or to show depth or scale.
- Watch the background. It should complement your subjects, not distract from them. Keep it simple.





## Close-ups

Your camera is designed to open a new world of beautiful, exciting close-up pictures. You can take them in daylight or with flash and no other camera does it so easily.

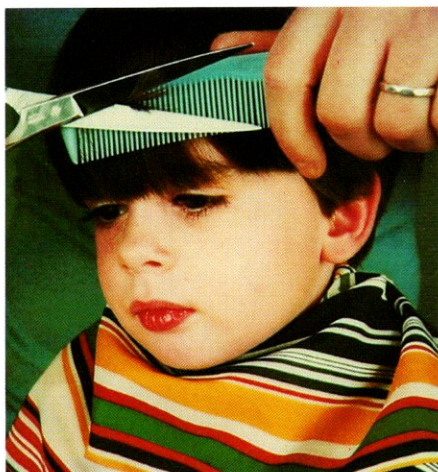
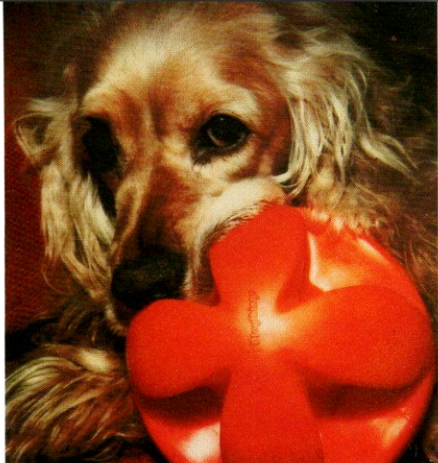
With no accessories, you can come as close as 10.4 inches. Pictures taken at that distance will show your subject at half its actual size.

For medium close-ups (pets, children, etc.), look through the viewfinder and as you move in close, *lightly* press the shutter button partway several times to "preview" the picture at various distances. When you see the picture you want, just press the button all the way.

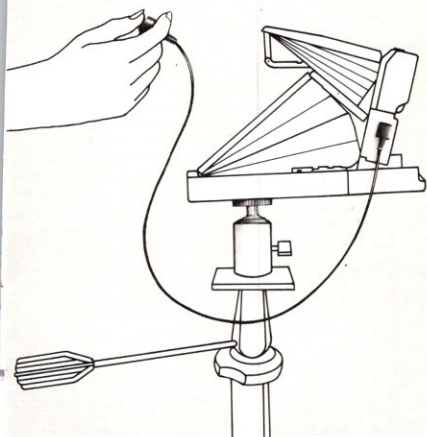
To shoot at the closest possible distance, look through the viewfinder and come closer to your subject than 10.4 inches. *Lightly* press the shutter button partway and hold it there. You'll hear the camera set the lens for 10.4 inches.

Move the camera back and forth until your subject is as sharp and clear as possible. When it is, press the button all the way to take the picture.

To avoid possible discomfort from the flash, extreme close-ups of people should be made in natural light rather than with flash.







## Time exposures

Your camera can make automatic time exposures up to 14 seconds or more.

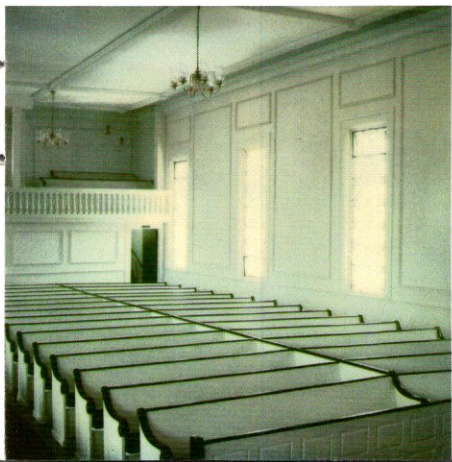
Keep the camera steady by placing it on a firm support—a tripod is best — and use the Polaroid Remote Shutter Button #112. The tripod socket is on the bottom of the camera.

To take the picture, press the shutter button for at least a second; then release it. The camera will do the rest.



For best results indoors, stand so bright lights are behind you or to the side.

Although pictures taken indoors without flash may not faithfully reproduce the colors of the subject, they often have a charm and beauty all their own.



## Tips on outdoor lighting

Outdoors, your camera's electric eye controls the lens opening and shutter speed to let just the right amount of light reach the film.

The electric eye works best when the scene is evenly lit. It can be "fooled" by uneven lighting as described below.

**Bright backgrounds:** White wall, swimming pool, beach or snow scenes, etc.

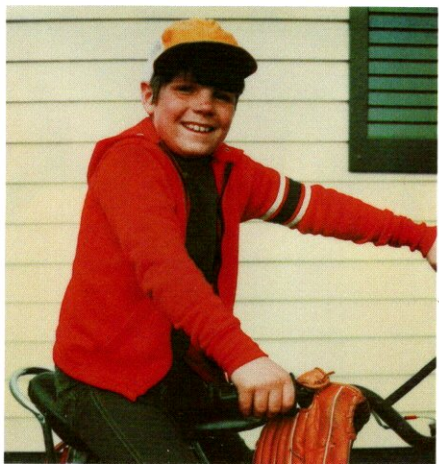
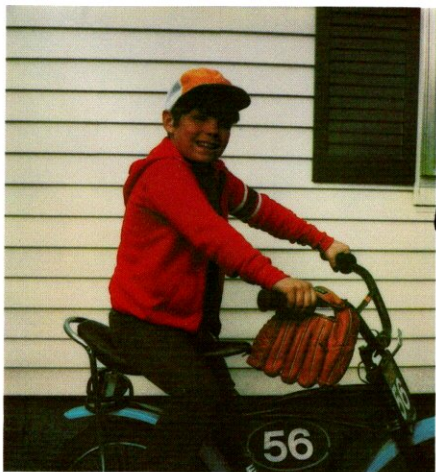
When a bright background is a large part of the scene and reflects more light than your subject, the electric eye sets the camera for the background causing your subject to appear too dark in the picture (top right).

You can do one of two things before taking the picture:

- move closer to your subject to reduce the effect of the background (bottom right).
- turn the Lighten/Darken control toward Lighten (shown below) to lighten your subject.



(Setting: 1 mark toward Lighten)





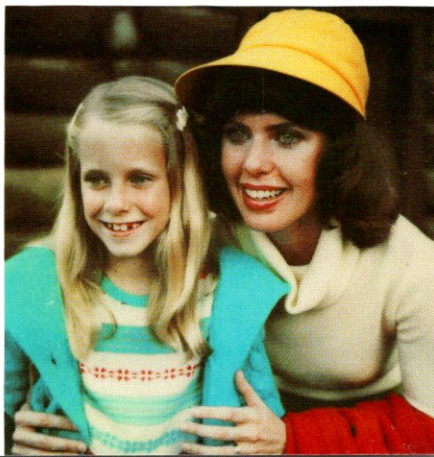
**Dark backgrounds:** Green foliage, dark wall, etc.

When a dark background is a large part of the scene and reflects less light than your subject, the electric eye will again set the camera for the background. Now, your subject may appear too light (top right).

Again, either move closer to your subject (bottom right) or set the Lighten/Darken control toward Darken (shown below) to darken your subject.



(Setting: 1 mark toward Darken)



## To set the lens manually

A few special situations call for setting the lens manually:

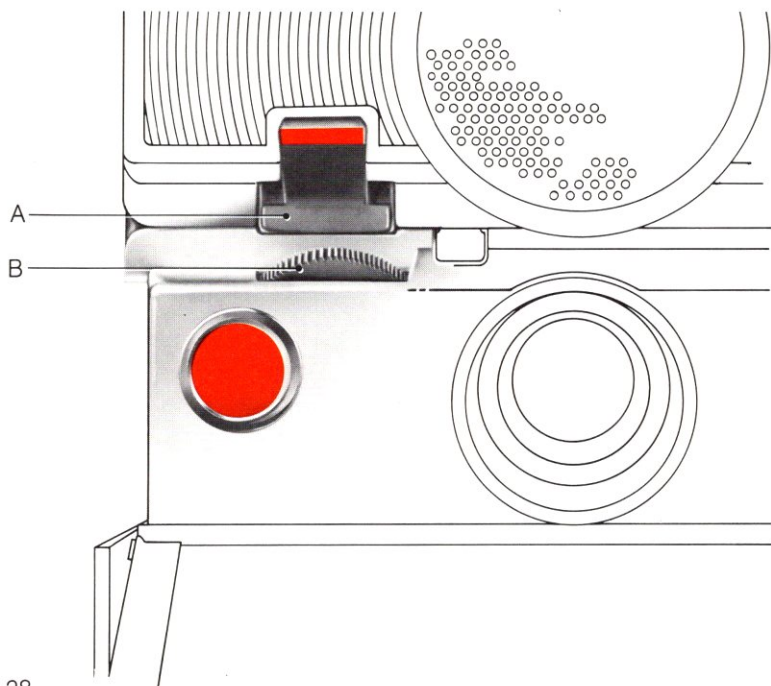
- When shooting straight-on through glass, the sound waves will not reach your subject. The lens will focus on the glass and your picture may be unsharp. Screens or bars could cause the same result.
- When shooting at an angle toward a flat, smooth surface (glass enclosed art, wall hanging, etc.), the sound waves may reflect away from the camera and your picture may be unsharp.

Before shooting in these situations, *lightly* squeeze the shutter button partway and hold it there. If your

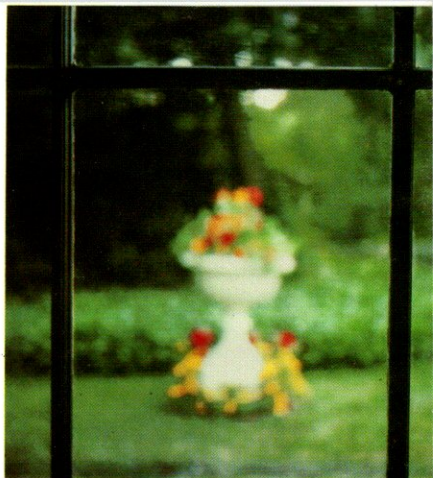
subject appears unsharp in the viewfinder, set the lens manually.

**To set the lens manually:** Press the bottom of the focus switch (A). Then use the focus wheel (B) as described on the opposite page.

The red bar on top of the switch signals that you've disconnected the sonar focusing system. To reactivate it, press the top of the switch or close the camera. The lens will reset itself for sonar focusing.



**To use the focus wheel:** Look at the most important part of the scene. Roll the wheel all the way in one direction, then all the way in the other. Notice that the image changes from fuzzy to sharp and back to fuzzy.



Return the wheel to the point where your subject began to look sharp and clear. Now roll it a bit in each direction until you're sure your subject is as sharp and clear as possible. You can check your ability to focus accurately by comparing the setting on the distance scale around the lens with the actual camera-to-subject distance.







## Need help? Call Customer Service

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**800-225-1384**

from anywhere in the continental U.S.A. except Massachusetts and Alaska. From those states call collect—(617) 864-4568. Our Customer Service representatives can be reached every weekday from 8 a.m. to 5 p.m., your local time. From Canada, call toll free 800-268-6970. For your convenience, these phone numbers are on your camera, under the lens. You can see them when the film door is open.

Or, write to Polaroid Corporation, Customer Service, Cambridge, Mass. 02139, or to Customer Service at any of the locations listed on the back cover. Include your address, phone number and camera model.

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.

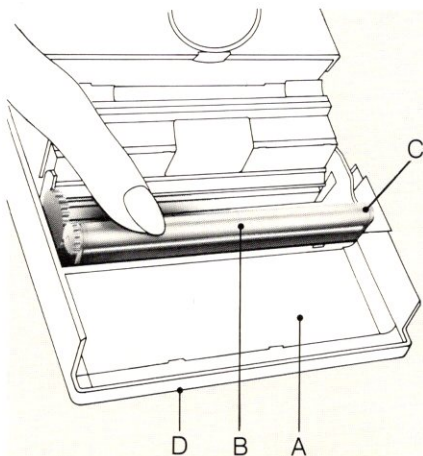
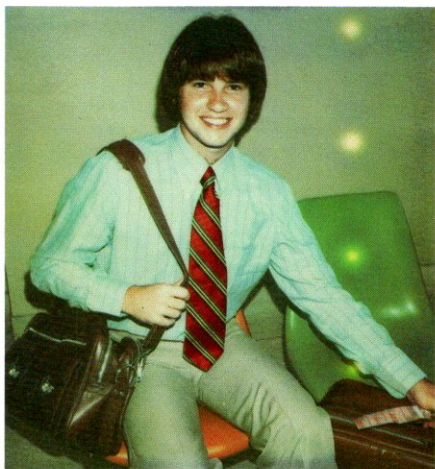
## Troubleshooting

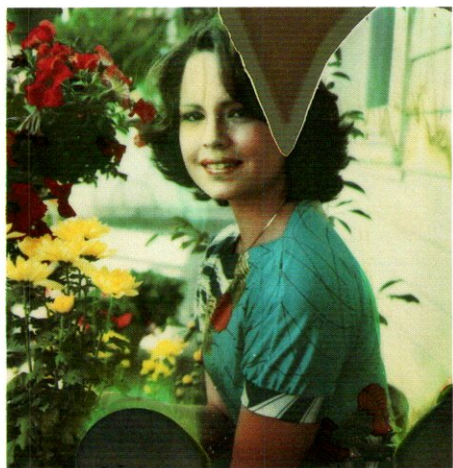
**Repeated spots:** If a repeated spot or bar pattern appears on the picture, the rollers inside the camera need cleaning.

It's best to check the rollers each time you load film.

**To clean the rollers:** In dim light, open the film door and depress the light shield (A). Rotate the rollers (B). Remove any specks of dirt with a clean, lint-free cloth, moistened with water if necessary. Check the raised ends (C) on the top roller; dirt can collect there too.

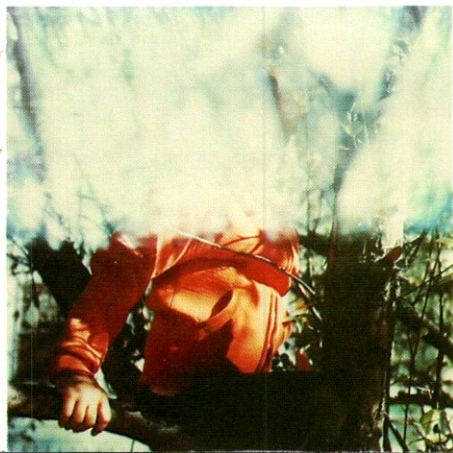
Should you need to clean the picture exit slot (D), insert a stiff piece of paper (like the film cover) in front of the rollers and under the light shield. Push, until it comes out the picture exit slot.





**Part of the picture is missing:**

This happens when you damage the film by squeezing the pack above and below the colored tab. As you load the camera, remember to hold the film pack by its edges.



**Part of the picture is fogged:** If you press against the bellows while taking a picture, you may block the movement of parts inside the camera. The next picture you take could be partially or totally white or could have streaky light patterns.

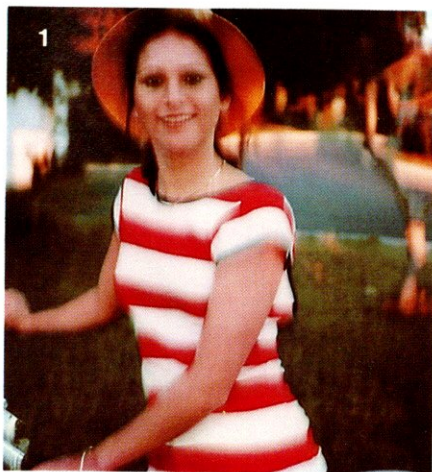
Hold the camera as shown on page 11.

## Fuzzy pictures can be caused by . . .

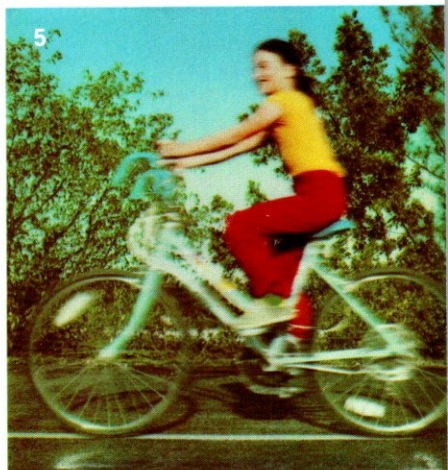
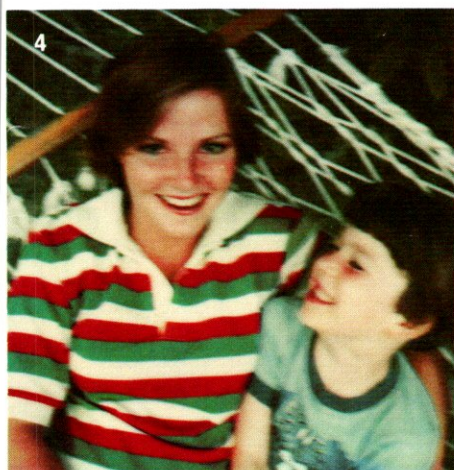
- 1 Moving the camera as you press the shutter button. It is important to hold the camera steady until the film is ejected from the camera.
- 2 Shooting through glass. The glass will block the sound waves from reaching your subject and the lens will focus on the glass. Set the lens manually (see page 28).
- 3 The sound waves striking a foreground object and not reaching your subject. As you press the shutter button, the sound waves travel to the central part of the scene (see page 3). Be sure they have a clear path to your subject.
- 4 Taking a picture in dim light. When the red light appears in the right side of the viewfinder, remember to use flash or take a time exposure (see page 15).
- 5 Your subject moving as you take the picture. Outdoors in bright daylight, you'll get the best action pictures when your subject is moving toward you, rather than across the picture.

But indoors, Polaroid's Polatronic Flash will stop most action for remarkably sharp pictures.

- 6 Shooting at an angle toward a smooth, flat surface. The sound waves have reflected away from the camera. Set the lens manually (see page 28).







### **If the camera doesn't eject the film cover or film**

- The battery in your film pack may be dead or weak. Try a fresh pack. If the film cover doesn't come out of the second pack, the camera may need repair. See the next page.
- Check the flash.

If you're using a FlashBar and all the bulbs on one side have 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 Polatronic Flash, 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.

- If the camera sets the lens but the film does not come out; or if the camera does not reset the lens past infinity ( $\infty$ ) when you release the shutter button, close the camera then reopen it. The jam should clear.

### **If the camera stops during a cycle**

In rare cases, the camera may stop in the middle of an operating cycle. When this happens, you may not be able to close the camera fully. Never try to force it shut.

There are two reasons why the camera may stop. One is jabbing at the shutter button instead of holding it until the film comes out. The remedy is simple — squeeze the button again and hold it. If the camera still doesn't complete its cycle, open the film door in dim light, pull the pack out about an inch, push it in again and close the door. The counter will reset to 10. The camera should complete its cycle, ejecting the top piece of film, which will have been exposed.

The other reason is that the battery in the film pack is weak. Test this by inserting an empty pack if possible, or a new one.

If you insert a fresh pack, the film cover may be partly ejected preventing the door from closing. Remove it and close the door. If you can close the door but the cover is ejected part way, open the door and remove the cover by turning the rollers forward. Never try to force the cover through the rollers without first opening the door.

**If your camera needs repair**

If you believe your camera needs repair, *before you send it to us* please call Customer Service (see page 31) and explain the problem. We just may be able to save you the time and trouble of returning it.

Your Polaroid Land camera dealer will be happy to return your camera for repair. Or if you prefer, you may bring the camera to a Polaroid Service Center, which offers walk-in service. Many repairs can be made while you wait. You can also talk to our representatives about any picture problems you may have.

Or, you may mail the camera to Polaroid for repairs. Pack it carefully. Address it to the nearest Polaroid Service Center (see back cover). Send it by *insured* parcel post. To make it easier we will, at your request, send a sturdy pre-addressed shipping carton to you anywhere in the U.S.A.

When returning your camera, be sure to include a note clearly describing the camera problem and, if you can, sample pictures which illustrate it.

Polaroid Service Centers try to give the fastest possible service and highest quality workmanship. The goal is to repair and ship all cameras within five working days. Depending on distance and mail service, you can expect to have your camera back in 10 to 14 days.

**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.

**If you're taking your camera outside the U.S.A.**

Try to anticipate your needs and take along an adequate supply of SX-70 film and FlashBars. Or, before leaving, check with the nearest Polaroid Customer Service office for places of supply in other countries.



## Care of your system

### The camera

Treat your camera with care. Rough handling may damage delicate parts.

**Keep the camera closed when not using it.** The lens and viewfinder will seldom need cleaning. If they do, blow off any dust, then wipe them gently with a clean, lint-free cloth. From time to time, clean the rollers inside the film door with a similar cloth, moistened with water if necessary (see page 32).

### The film

Polaroid SX-70 Land film, like all film, should be kept cool. If possible, store below 75°F (24°C). For longer storage, keep below 65°F (18°C). In its sealed box, the film can be refrigerated (not frozen). Let it reach room temperature before using it. This will take at least an hour.

To preserve its freshness, keep the film sealed in its protective box until ready for use. Then, take the same care of a loaded camera as you do your film. Keep the camera in a cool place (but not in a refrigerator).

### The pictures

When your developing picture comes out of the camera, handle it by its wide white border. Don't bend, crush or fold the picture. Don't cut the picture's borders, this can ruin the picture.

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.



## Electronic flash

Your camera was designed to use FlashBars and with a FlashBar will produce well-exposed pictures over the full flash range from about 10 inches to 20 feet.

Because of the special electronic circuitry in Sonar cameras, an electronic flash unit must have matching electronic characteristics in order to give good picture results with this camera.

In addition to Polaroid's Polatronic Flash #2350, Customer Service will list Polaroid approved electronic flash units designed to work with Sonar cameras. You can get this information by calling toll free (see page 31).

Electronic flash units other than those listed by Customer Service may not give consistently good results and may cause Sonar cameras to malfunction.

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.

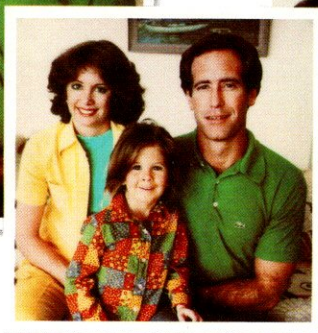
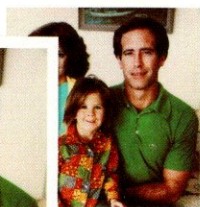
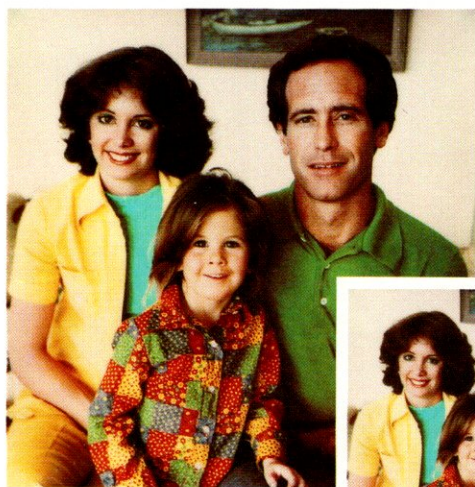
## Accessories

Picture taking can be even more fun with the accessories listed below, available from your camera dealer.

- Polaroid Polatronic Flash #2350
- Polaroid Remote Shutter Button #112
- Polaroid #119A Tele 1.5 Lens
- Polaroid #132 Self-Timer
- Polaroid #2323 Carrying Case
- Polaroid #129 S X-70 Album

## Copies and enlargements

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).



## 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 a 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 37 for information on how to return the camera, or call Customer Service toll-free at 800-225-1384 (from Massachusetts and Alaska, call 617-864-4568 collect. 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 incidental or consequential damages, so the foregoing limitation or exclusion may not apply to you.**

# Polaroid service centers and offices

## California

Polaroid Corporation  
3232 West MacArthur Blvd.  
Santa Ana 92704  
Telephone: (714) 641-1200

## 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  
1945 Walnut Hill Lane  
Irving 75062  
Telephone: (214) 258-8100

## 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 listed here, there are many other Authorized Service Centers in the U.S.A. To locate the one closest to you, call Customer Service (see page 31)

## 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 Wien

## Belgium

Polaroid (Belgium) S.A.-N.V.  
113 Rue Colonel Bourg  
Kolonel Bourgstraat 113  
1140 Bruxelles-Brussel

## Brazil

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

Mailing address:  
Caixa Postal 2908  
São Paulo 01000

## Canada

Polaroid Corporation  
of Canada, Limited  
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

Polaroid A.S.  
Blokken 75  
3460 Birkerød

## France

Polaroid (France) S.A.  
Office:  
57, rue de Villiers  
92202 Neuilly  
Centre d'Information et de  
Démonstration  
141-143, Avenue de Wagram  
75017 Paris

## 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  
Room 3203-3208, 32nd Flr.  
Windsor House  
Great George St.  
Causeway Bay

## 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 Nederland  
Zonnebaan 45-47  
3606 CH Maarssenbroek

## Repairs:

Polaroid (Europa) B.V.  
Markt 24  
7511 GB 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.  
701-702, 7th Floor, Tong Bldg.  
302 Orchard Rd.  
Singapore 9

Mailing address:  
Box 22  
Pasir Panjang Post Office  
Singapore 5

## Sweden

Polaroid AB  
Ekholmsvägen 34  
127-24 Skärholmen

## Switzerland

Polaroid A.G.  
Hardturmstrasse, 175  
8037 Zürich

## Venezuela

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

\*Authorized Service Centers