

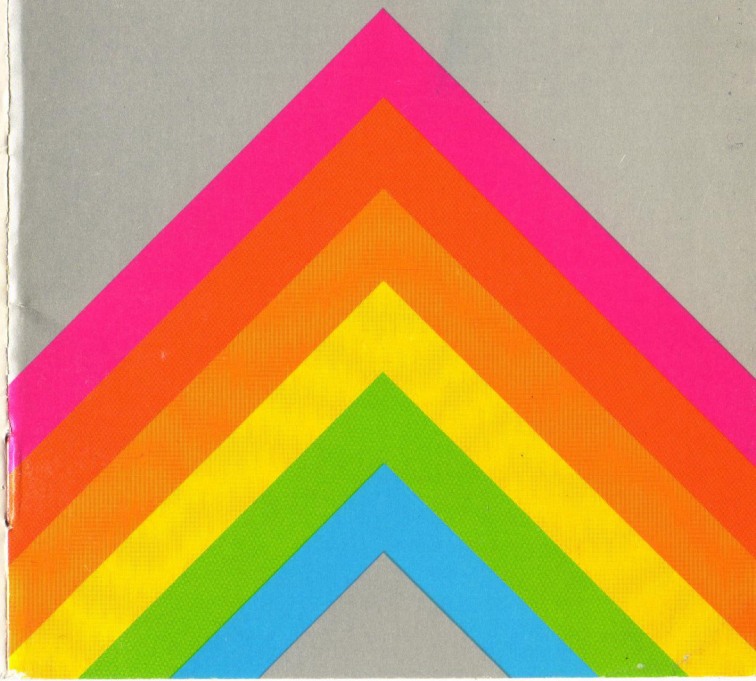
WILSONWERKS ARCHIVES

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OneStep SE



PICTURE TAKING IS A SNAP WITH ONESTEP!

Here are brief instructions. For more details, see the book.

Your camera produces crisp, well exposed color snapshots outdoors in bright daylight, and indoors with flash at distances of 4-8 ft.

Even without bright sunlight you can get good daylight pictures with fill-flash (4-8 ft.) or automatic time exposures (using a tripod).

The camera's unique aspheric lens is prefocused to make sharp images of everything beyond 4 ft.

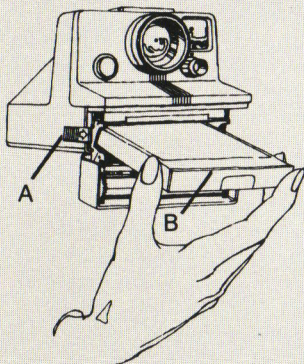
HOW TO LOAD FILM

Use Polaroid SX-70 Land film. Push the latch (A) forward. The film door will drop open.

Hold the film pack only by its edges. (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.





HOW TO HOLD YOUR CAMERA

Grip it firmly in the palm of your left hand. Steady it by pressing your right thumb just below the picture counter.

You'll use your right forefinger to squeeze the shutter button. Its raised rim prevents you from accidentally taking a picture. Curl the other fingers into your palm to avoid blocking the film exit slot.

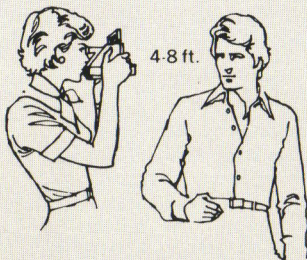
HOW TO VIEW YOUR SUBJECT

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

Try to place yourself and your subject so the scene "fills" the viewfinder, but don't come closer than 4 ft.

HOW TO TAKE A PICTURE

Hold the camera very steady. Squeeze the shutter button gently and hold it in without moving until the camera ejects the picture. Try to include large areas of color; add colorful "props" such as bright clothing, toys, etc. Look for pleasing backgrounds; the camera "sees" them, too.



PICTURES INDOORS

Use flash for all indoor pictures. Stand 4-8 ft. (no more, no less) from your subject. Try to have your subject near a light, colorful background.

Insert a FlashBar. After 5 flashes, reverse the FlashBar and shoot 5 more. The camera automatically picks the good bulbs in a partly used FlashBar.

For advice on electronic flash units, see page 5.

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 (4-8 ft. only) if your subject is in the shade, is in dim light or has harsh shadows. Also use the flash if you must take the picture with the light coming from behind your subject.

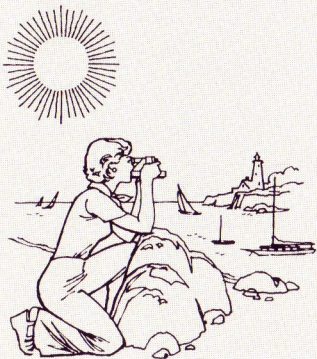
The camera's fill-flash feature will automatically balance the flash with daylight to give you pleasing, well-exposed pictures. You will get best results with fill-flash when you are about 6 ft. from your subject.

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 your 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 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 toll-free.

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. In Canada call toll free 800-261-6970. We can be reached Monday through Friday, 8 a.m. to 5 p.m., your time.

CONTENTS

When to use flash	5
Making good flash pictures	7
Making good daylight pictures	9
Using flash in daylight	13
What's "depth of field"?	15
Tips for better pictures	17
Copies and enlargements	19
Need help? Call Customer Service	21
Camera, film and picture care	23
Troubleshooting	27
Repairs	32
Service Centers	33
Full Warranty	Back Cover

Film and flash

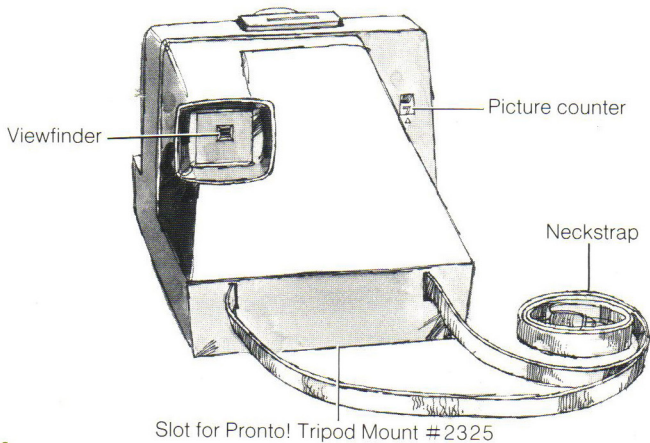
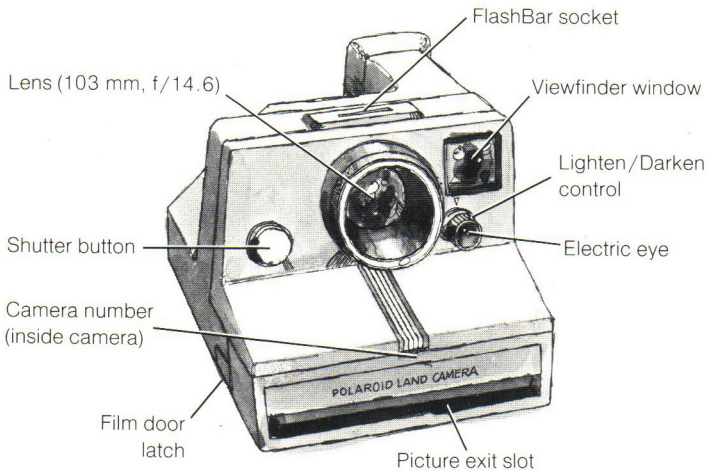
Your camera uses Polaroid SX-70 Land film, and FlashBars. Each film pack provides ten 3 1/8 inch square color pictures, and contains a battery that powers the camera. Each FlashBar has ten bulbs, five per side.

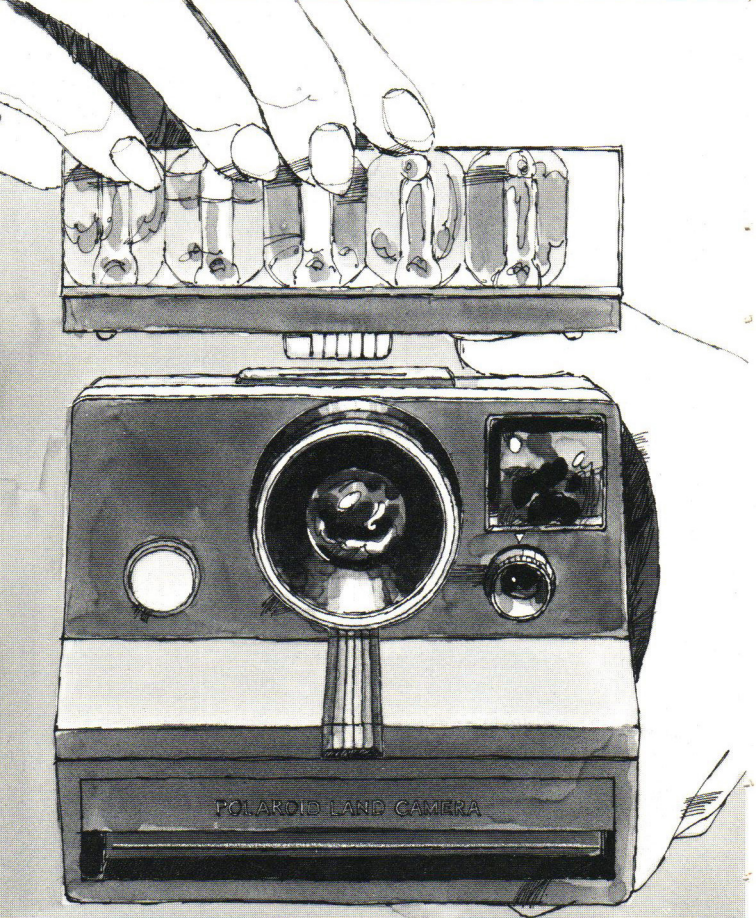
POCKET PRIMER

Brief operating instructions
Detach and save

PHOTO FACTBOOK

Helpful picture-taking guide
Read it once, refer to it often





WHEN TO USE FLASH

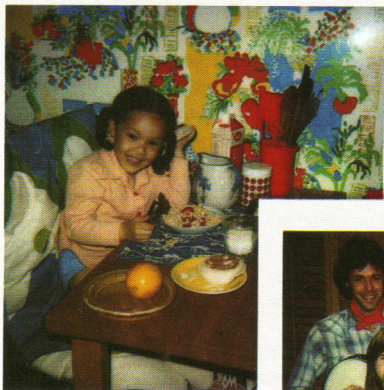
Use flash indoors, and outdoors in shade, under heavily overcast skies, or at dusk. Stand 4 to 8 ft. from your subject when using flash.

Always insert a FlashBar with the camera pointing away from you. Once all the bulbs on the side of the FlashBar facing front have been fired, the camera won't operate. This prevents you from accidentally wasting film. 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.

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

ELECTRONIC FLASH

Your camera was designed to use FlashBars and with a FlashBar will produce well exposed pictures over the full flash range, 4 to 8 ft. Before buying an electronic flash unit, test it on your camera for good picture results at 4 ft. and 8 ft. If you own an electronic flash and are not getting good pictures with it, try a FlashBar. If you get good pictures with a FlashBar but not with electronic flash, the cause of the problem is the electronic flash, not the camera or film.



MAKING GOOD FLASH PICTURES

Stay within the flash range

Your flash range is 4-8 feet. 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 picture is ejected.



MAKING GOOD DAYLIGHT PICTURES

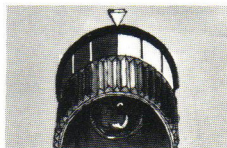
In general, place your subjects so the light falls on them from behind you or from the side. Also, try to place your subjects so the light on them is about as bright as the light on the background. If your subjects aren't in the sunshine, use flash or a firm support to get good daylight pictures. See page 13.

How the background affects exposure

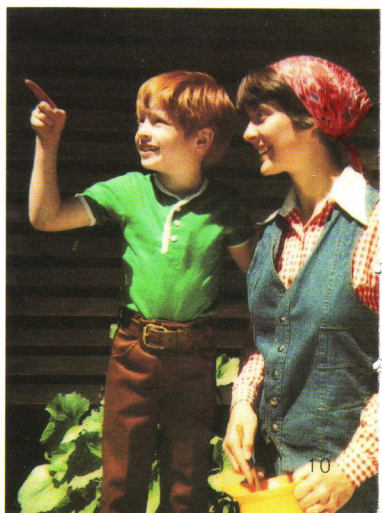
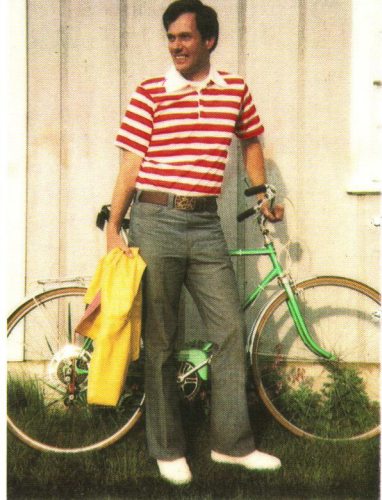
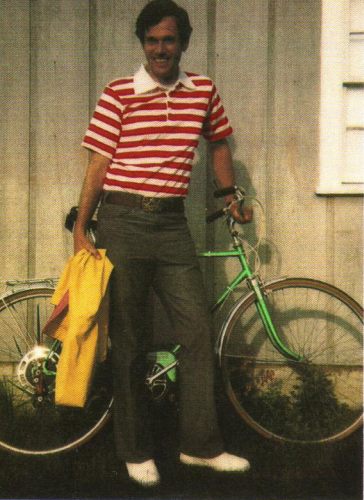
Exposure is controlled by the electric eye next to the lens. It governs the opening and closing of the camera's shutter, letting just the right amount of light reach the film.

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).

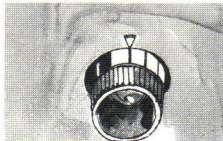
Generally, your camera will set the correct exposure without any adjustment of the L/D control. Leave it at normal, as shown. (If flash pictures are too light or dark, you probably didn't stay within the flash range of 4-8 feet.)



Normal setting

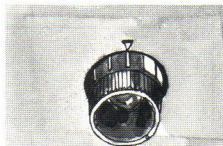


If the background is very bright, your subject may be too dark (top left). Set the Lighten/Darken control 1 or 2 marks to Lighten so the subject receives normal exposure, as in the top right picture.



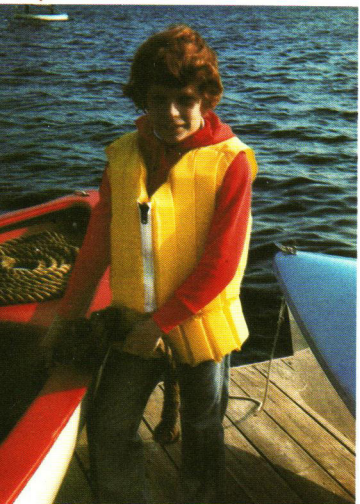
Setting:
1 mark toward Lighten.

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.



USING FLASH IN DAYLIGHT

Your camera can blend daylight and light from a FlashBar to produce properly exposed outdoor pictures which might otherwise have been too dark, and fuzzy.

In all outdoor situations other than bright daylight—for instance, in the shade, under heavily overcast skies or at dusk—use flash and place yourself 4 to 8 feet from your subject. Or you can prop your camera on a firm support or use a tripod to avoid camera movement (and fuzzy pictures) during the relatively long time the shutter stays open in these conditions.

In the picture at top left, the subjects are dark and fuzzy. But adding flash makes a well exposed, crisp picture.

Even when there's enough sunlight, flash can be used to avoid picture problems. It can soften or eliminate unpleasant shadows, as shown at bottom. And it can add a sense of sunshine to the bluish, cold appearance of a face lit by a blue sky, rather than lighted directly by the sun.

Remember to be no closer than 4 feet or farther than 8 feet from your subject.

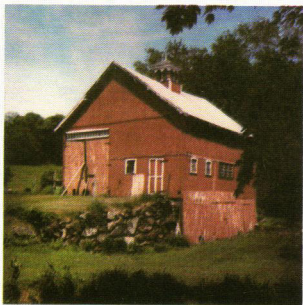
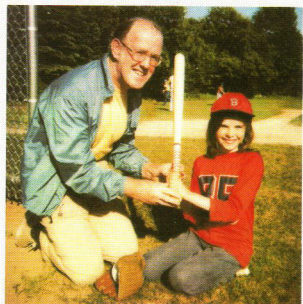


WHAT'S "DEPTH OF FIELD"?

In your pictures, everything from four feet to the most distant object will be clear and in focus. This long range of sharpness, called "depth of field," is automatic—the camera 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 your 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, FlashBars and film are also available.



NEED HELP? CALL CUSTOMER SERVICE

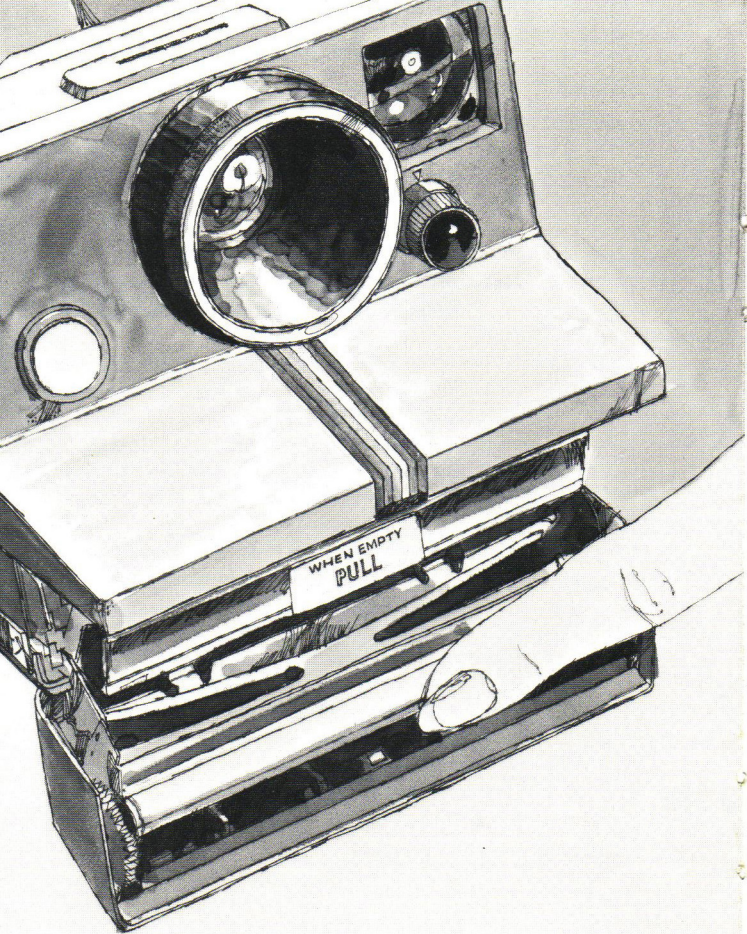
We have a staff of Polaroid Land camera experts whose job is to help you get good pictures. If something's wrong with your camera, pictures or film, they'll try to solve the problem fast.

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. In Canada call toll free 800-261-6970. We can be reached Monday through Friday, 8 a.m. to 5 p.m., your time.

You can write us at Polaroid Corporation, Customer Service, Cambridge, Mass. 02139, or to Customer Service at any of the locations listed on pages 34-35. 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.



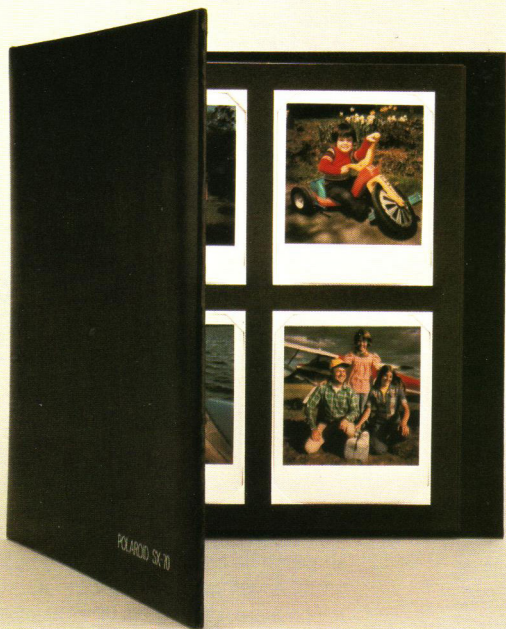
Camera

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.

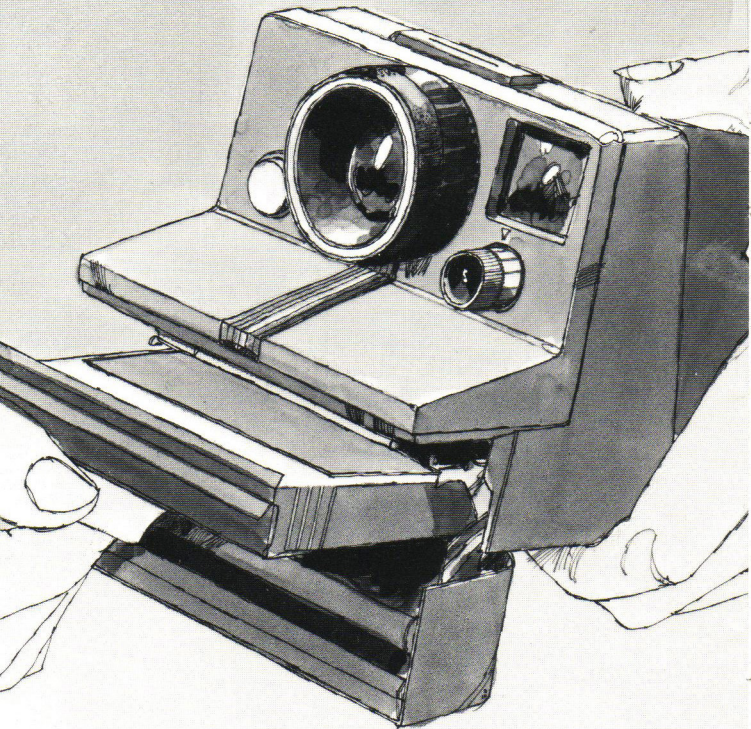
Pictures

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.



TROUBLESHOOTING

You will probably never have trouble with the battery in your film pack. If it is dead, however, the following may occur. (Return any film with a dead battery, which hasn't passed its expiration date, to Polaroid or your dealer for replacement.)

The camera does not eject the film cover:

1. Press the shutter button. If the cover is not ejected, remove the film pack, then reinsert it.
2. If the cover still isn't ejected, insert a new pack.

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 FlashBar; see page 5.
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 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, insert a new film pack.

If these remedies fail to get the camera operating, call Customer Service (see page 21).



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 picture 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 feet (left picture). Your camera was designed to give sharp, crisp pictures of subjects four or more feet away.
- movement of the subject during the exposure. (You'll get the best "action" pictures when your subject is moving toward you, rather than across the frame at a right angle to the camera.)



Part of image area blank

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 23. 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 23.

REPAIRS

If you believe your camera may need repair, *before you send it to us*, call Customer Service toll free (see page 21) 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 page 33) 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.

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

Ohio

Polaroid Corporation
4640 Manufacturing Road
Cleveland 44135
Telephone (216) 267-7600

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. In Canada call toll free 800-261-6970. We can be reached Monday through Friday, 8 a.m. to 5 p.m., your time.

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
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
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

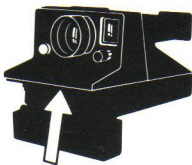
Polaroid AB
Ekholmsvägen 34
127 24 Skärholmen

Switzerland

Polaroid A.G.
Hardturmstrasse, 175
8037 Zürich

Venezuela

Micron 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)

6-28-81

Date of purchase

Dave Photo

Where purchased (name of
dealer)

*** Authorized Service Centers**

P1671 8/78 AC/AC

"Polaroid," "SX-70" and "OneStep"®

Printed in U.S.A.

FULL FIVE-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 five years 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 six 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. In Canada call toll free 800-261-6970. We can be reached Monday through Friday, 8 a.m. to 5 p.m., your time.

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.