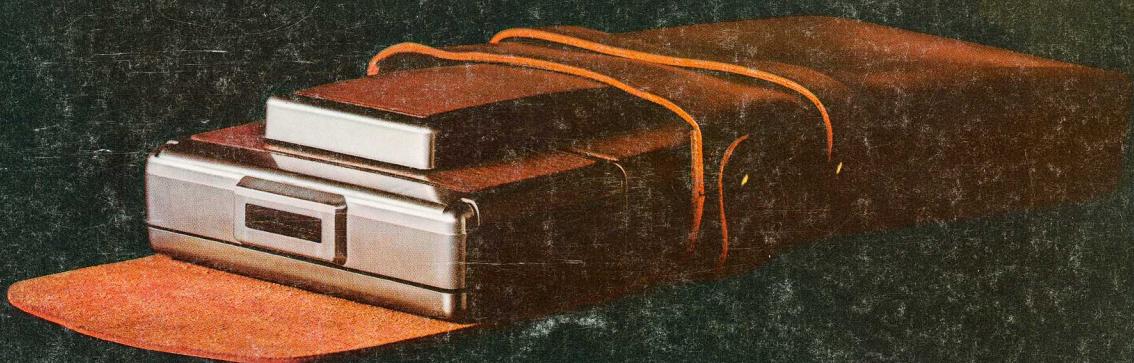
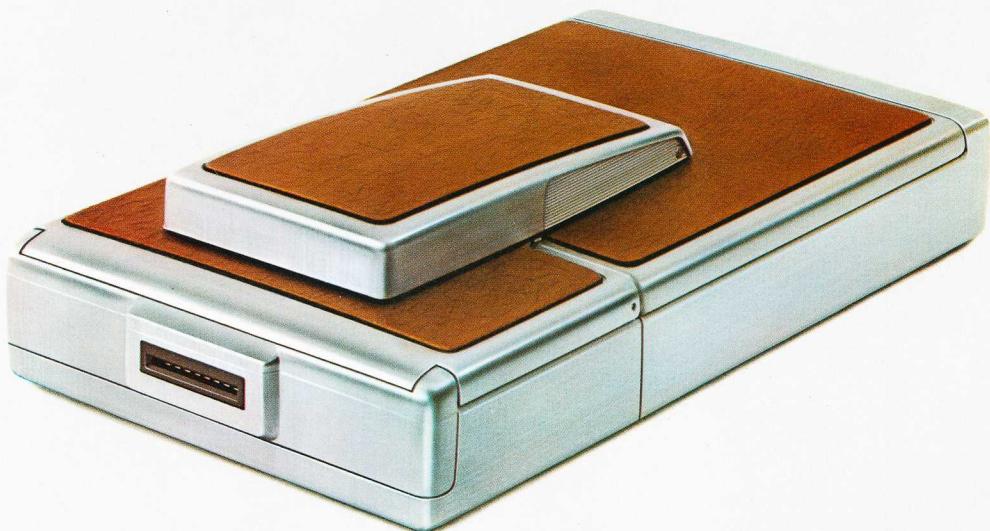


Polaroid invents the **SX-70.**



It can reveal
the world to you
as you have never
seen it before.



Forget everything you've ever known about photography, instant or otherwise.

The SX-70 Land camera is here.

Slim, graceful, balancing lightly in your hand, this package of more than 200 transis-

tors, elegantly wrapped in top-grain leather, scarcely hints at the wonders it can perform.

One motion and it's open, ready at a finger's touch to propel into your hands picture after picture of a world you will feel you



have only half-seen, half-felt until now.

As you read on, remember this: Remarkable as the SX-70 is, what is important is not what *it* can do, but what it enables *you* to do.

Because now you can almost wish the picture and have it, because the photographs are of such piercing beauty they seem more real than life, the SX-70 can sharpen your senses and set your imagination free.



POLAROID
SX-10 LAND CAMERA



In seconds, you see the faint outlines of your picture.

Less than two seconds after you touch the SX-70's red electric button, whoosh! The picture is ejected from the front of the camera, and begins to develop before your eyes, even in broad daylight. There is nothing to peel, nothing to throw away.

The photograph is hard, dry, and exceptionally durable. It will time its own development. As if from nothingness, the picture begins to emerge.



Even after you have a beautiful picture, it keeps getting better!

As the image blooms before your eyes,
you realize this will be a photograph such
as you have never seen, so startlingly real,
you almost expect to hear your little girl
speak to you.

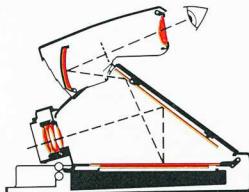


Here is your picture, minutes later, fully developed.

It can reveal the world to you as you have never seen it before.

While the SX-70 moves more and more intimately into your life, you will soon learn to sense a picture, and own it. And you can own more and more little pieces of the world, as quickly as you can push the red electric button.

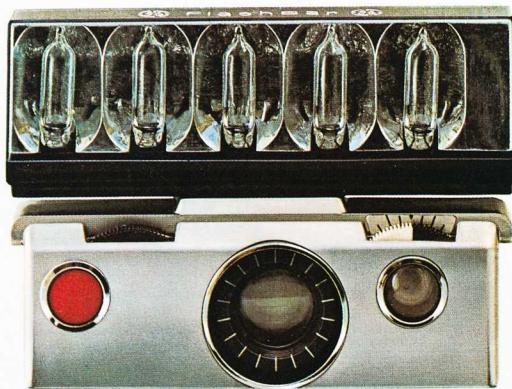
How The SX-70 makes



A remarkable computer-calculated complex of fixed and pivoting mirrors literally floats the image of the scene in midair to let your eye see what the camera lens sees.



A totally new brushed-chrome metal-plastic body material, a luxurious wrap of top-grain leather, and a form that reflects its remarkable capabilities, create an elegant, lightweight camera of striking design. Each slender 10-exposure film pack contains a wafer-thin battery, so you provide fresh power to operate the camera every time you load fresh film.

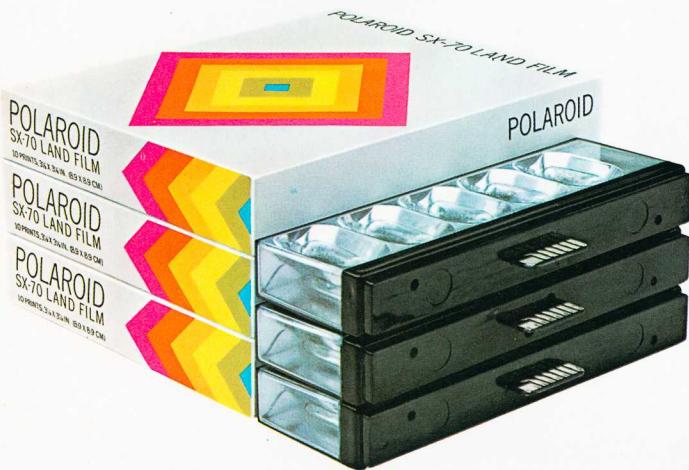


This rapid-fire, 10-shot GE FlashBar™ array lets you take flash shots from 10 inches to 20 feet or more away. And you can reshoot every 1.5 seconds to get a full action sequence. The SX-70 electronically picks the next flash to be fired. The aperture is set automatically as you focus, to let in the correct amount of light. Outdoors, an electric eye reads the light and programs the shutter for correct exposure.



The film appears magically, outside the camera 1.5 seconds after you press the button. The picture, with an image area of $3\frac{1}{8} \times 3\frac{1}{8}$ inches, is hard, dry, shiny and flat. There is nothing to peel apart, nothing to throw away. It times its own development. Automatically. You have nothing to do but watch and enjoy it.

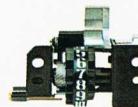
the impossible possible.



Here are the makings for 30 flash pictures. Slip these in one pocket, the 24-ounce camera that's only 1" x 4" x 7" in another, and you're ready for a wedding, a family reunion, a big party.



In minutes the picture develops fully before your eyes, even in the brightest daylight. An opaque chemical, spread inside the film, blocks the light during development. As this light barrier becomes transparent you see the image that has been formed. The pictures are exceptionally durable. You can handle them, stack them, put them in your pocket.



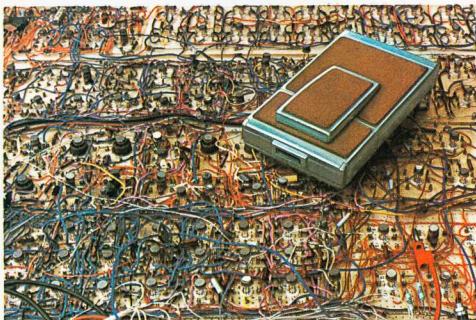
A tiny counter is located on the back of the camera. Insert a film pack and the counter reads "10". After each shot, that number decreases, to tell you how many pictures you have left.



You can get close enough to count eyelashes with this computer-calculated 4-element lens system. No camera in the history of photography ever had one like it. As you focus, only the front element moves (never more than $\frac{1}{4}$ inch) yet you can focus on objects from 10.2 inches to miles away.

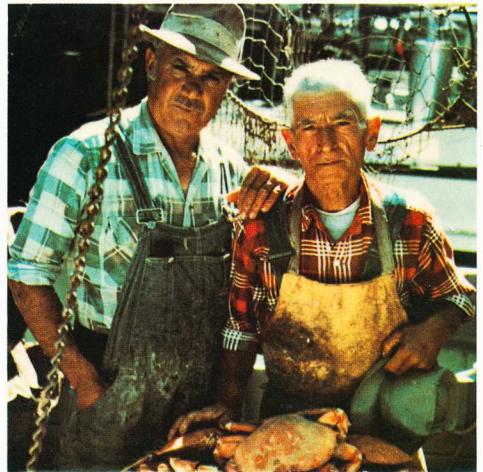
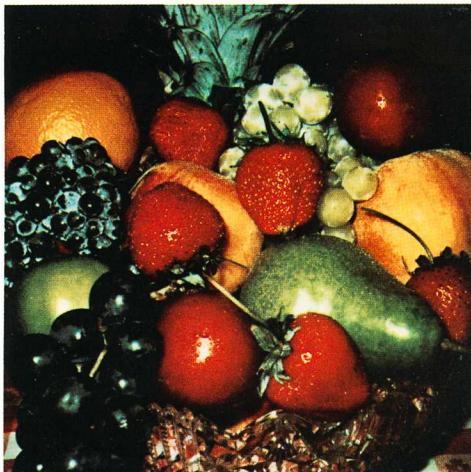


Once you press the electric shutter button, the rest is out of your hands. Literally. In 1.5 seconds, this remarkable 12,000 r.p.m. motor has propelled the picture out of the camera. You just keep composing pictures and pressing the button.



The SX-70 probably includes more new technology than any other consumer product in the world today. The camera is shown (above) on a single section of the original electronic layout. Ultraminiaturization has compressed hundreds of electronic components into 3 small brain centers (one is shown below).



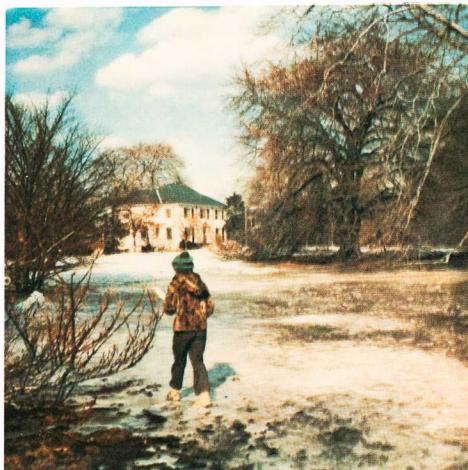
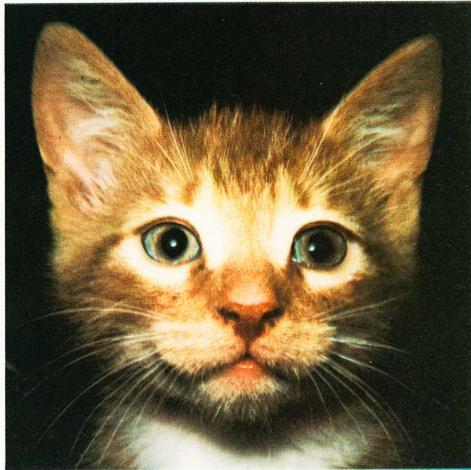
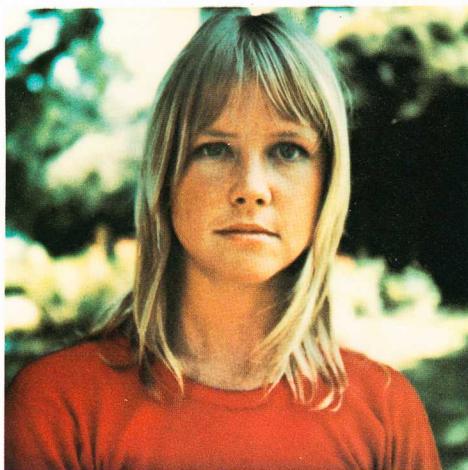


How can a picture of something be more beautiful than the object itself?

There are sound technical reasons. The SX-70 can search out beauty your eye alone can only guess at, because the camera can actually record far more detail than you can see without a magnifying glass.

Because the pictures are framed against a highly reflective chemical background, they have a remarkable luminous quality, as if lit from behind. The photographs seem almost three-dimensional.

The dyes themselves are totally new: a whole new spectrum of vibrant,



highly stable dyes that make possible prints of a brilliance and intensity that create a new standard for amateur photography. Notice the extraordinary reds in the rose and strawberries.

Incidentally, the picture of the rose was taken with an optional SX-70 close-up lens attachment which enables you to

photograph small objects, actual size when you're only five inches away from your subject.

But to talk only of technical wonders is to miss what it's all about: the discovery of the world around you, in new ways that can stimulate and delight you.

This is the world's me

Even if Polaroid's SX-70 Land camera didn't give you a picture that develops before your eyes in the light, it would still be a camera to marvel at.

It uses the most sophisticated optical system in photography, the single lens reflex that lets you see what the camera sees before the picture is taken. Yet, unlike bulky, heavy SLR cameras, it can fold down to a thickness of about one inch. The camera becomes a compact 1x4x7 inch leather-covered case that weighs only 24 ounces.

All the SX-70's technical innovations serve only to make photography more spontaneous, to free you from the mechanics of picture taking, to allow you to find the moment you want to keep and capture it. All you have to do is focus, compose your picture and touch the red electric button. In seconds you see your picture developing.

There is nothing else for you to do. There is nothing to peel apart, or time, or throw away. The picture develops itself *outside* the camera, even in sunlight. The camera ejects a hard, dry, extraordinary durable film packet in which the image materializes as if by magic.

As amazing as this electronic camera is, as astonishing as its self-developing film is, the final marvel of the SX-70 system is the extraordinary clarity and brilliance of the pictures themselves. The image is formed on a highly reflective chemical surface by dyes more vivid than those in any Polaroid instant picture you have ever seen. In addition, these dyes are among the most stable ever developed.

These virtually grainless images can record more detail than you can see with the unaided eye. Look at a shot of the skyline of the city — then examine it under a magnifying glass and see the windows of the buildings. SX-70 pictures are the new standard of amateur photography.

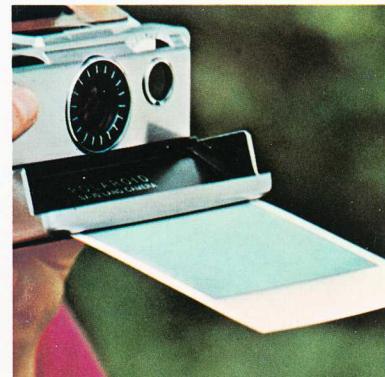


Here's how easy it is to use.

For all its sophistication, the camera is simple to use. The SX-70 is a unique folding single lens reflex that lets you see what the camera sees before you shoot the picture.

First you focus the scene, then compose your picture exactly as you want it in the viewfinder. All you do is turn the focusing wheel until the scene is sharp. The scene you see is what you will record.

After you have brought the scene into sharp focus and composed the picture right in the viewfinder, press the red electric shutter button to take your shot. Your picture will be ejected from the camera an instant later.



most advanced camera.



Film loading is easy.

All you do is insert a 10-shot film pack. There is nothing to wind or pull or throw away. The cover sheet (which is also an order form for copies and enlargements) is automatically ejected and you are ready to shoot. Each film pack includes a revolutionary wafer-thin flat battery that powers the SX-70 camera. Thus, you have a fresh power source for the camera with each new pack of film. And you never have to worry about changing batteries in the camera.

No exposure calculations to make.

An electric eye automatically sets both the shutter speed and the lens aperture for all natural light pictures. Thus you get the correct exposure combination in any lighting situation. All you have to do is select the picture you want.

For flash pictures, the electric eye is disengaged and the aperture is automatically set as you focus. There are no exposure calculations for the photographer to make.

Focus from 10 inches to infinity.

The computer-calculated 4-element lens of the SX-70 camera is a photographic wonder. It permits you to focus sharply from infinity down to only 10.2 inches without changing lenses. With an optional attachment, you can focus as close as 5 inches. Your subject will then be reproduced actual size in the picture. Close-ups have never been so easy to shoot.

Compact and lightweight.

The SX-70 weighs only 24 ounces, about half the weight of a typical 35mm single-lens reflex. Yet it folds to fit into your pocket.



Even flash pictures are automatic.

After the film is ejected automatically from the camera, it develops itself. There is nothing to time, or peel, or throw away. The picture begins to emerge in a few seconds. In minutes you have a fully developed image.

out the next available bulb when you are ready to shoot. Even if you insert a partly used FlashBar unit, the camera will automatically select the next good bulb. The camera is also programmed to prevent flashbulbs from firing after all 10 pictures are exposed.



The SX-70 lets you take photographs you never dreamed possible.



The SX-70 allows you the widest possible range of still photography: close-ups, portraits, distant scenes, architectural shots, sequential pictures, copies, time exposures — and all the settings are made automatically.

You can make a five-picture sequence of a baby crawling across the floor (a picture every 1.5 seconds). Or you can take up to ten identical shots of the same scene right away, to share with others.

The electric eye and integrated electronic shutter will let you take automatic time exposures up to 14 seconds. Beautiful natural light still-life pictures are possible as well as nighttime shots of the city. The optional tripod mount and remote shutter button will greatly enhance your ability to use this feature.

Not only does the SX-70 produce photographs of unparalleled color and detail, not only does it allow you the widest possible range of still photography, it does so virtually as fast as you can push the button.

Get as close as
10.2 inches
with no special
lens attachments
for half life-
size images.



Lighten/Darken control dial
lets you adjust the brightness level.

10-shot GE FlashBar 10 array
allows you to take automatic
flash pictures from
10.2 inches to 20 feet
or more away.

Focusing wheel.

Electric shutter button.

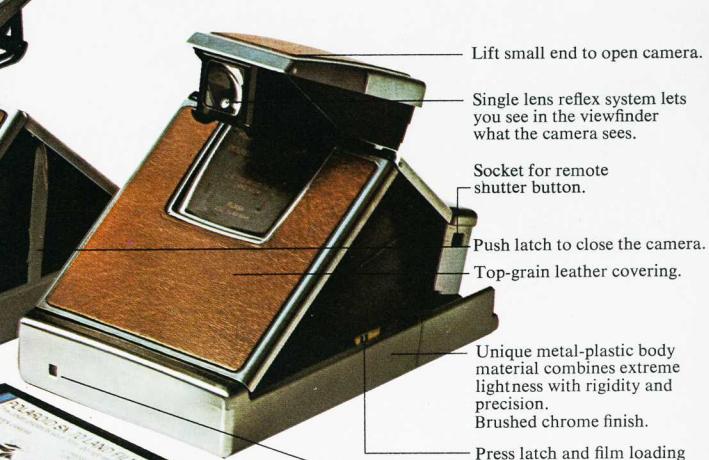
Unique 4-element lens
focuses from infinity
down to 10.2 inches.

Electric eye for
automatic exposure control.

Film exit slot.

The cover sheet that protects the
film is automatically ejected
when you close the loading
door.

Fresh electric power comes
from a wafer-thin, 4-cell,
6-volt battery located in each
film pack.



There are 10 exposures per pack.

Print size is $3\frac{1}{2} \times 4\frac{1}{4}$ inches;
image size is $3\frac{1}{8} \times 3\frac{1}{8}$ inches.

Accessories for Polaroid's SX-70 camera.

These accessories extend the picture possibilities
of an already versatile photographic system.

A. Remote Shutter Button. The 18-inch remote shutter button plugs into the shutter housing and allows you to actuate the shutter without moving the camera. It's especially useful for making automatic time exposures.

B. Tripod Mount. This adapter can be used with any standard tripod. The SX-70 camera snaps easily in and out. In addition, the mount serves as a handy table-top stand for time exposures and other shots.

C. Close-up Lens. This close-up lens lets you make exciting close-ups as close as 5 inches. You see your objects reproduced actual size in the picture. It is used with the accessory holder.

D. Lens Shade. This attachment clips right into the accessory holder to shield the lens and help you get better pictures when shooting in bright sunlight.

E. Accessory Holder. This attachment clips into the front of the camera and allows you to use accessories such as the close-up lens and lens shade.

The accessories listed above are also available in a kit.

F. Leather Carrying Case. The beautiful top-grain cowhide matches the leather covering the SX-70 camera.

G. Album. A beautiful album lets you store and display your Polaroid SX-70 prints. The album displays 80 pictures, 4 to a page.

Copies and Enlargements. You can get beautiful copies and enlargements of SX-70 pictures from your dealer or direct from Polaroid Copy Service. An order form is printed on the film cover sheet that is automatically ejected when a new film pack is inserted in the camera.



The SX-70 is here.

Perhaps once or twice in a lifetime, there comes an invention so radically new, it actually changes the way we live our lives.

Television was one.

We at Polaroid believe the SX-70 is another.

The virtual cascade of revolutions, mechanical, chemical, optical and electronic, that made the SX-70 possible had only one purpose: to free you from everything cumbersome and tedious about picture-taking, so that it could become at last the simple creative act it should be.

Now that all you need to do is frame your picture, bring it instantly into perfect focus and push a button, now that the picture is automatically delivered into your hand in less than two seconds, to time itself and develop into a photograph of a depth and brilliance unparalleled in amateur photography, what might once have seemed like a family duty or even just an interesting hobby, can become a spontaneous and constant pleasure in your daily life.

Suggested list price of the SX-70 camera is \$180. Ask for a demonstration.

