

openSX70 FAQ -Press Release (2018)

What is the Polaroid SX70?

An SLR instant camera using integral film, once manufactured by *Polaroid*, then by the *Impossible Project*, and now by *Polaroid Originals**. The Polaroid* SX70 camera and film are Edwin H. Land's incredible achievement. One of the most amazing and iconic products of the XX century. It was introduced in late 1973.

What is openSX70?

The openSX70 is many things at once, but, in a nutshell, openSX70 is an open source project that aims to take the SX70 beyond what is possible now.

The project aims to make an Arduino-based replacement PCB to gain manual camera control, Bluetooth/app camera control and much more.

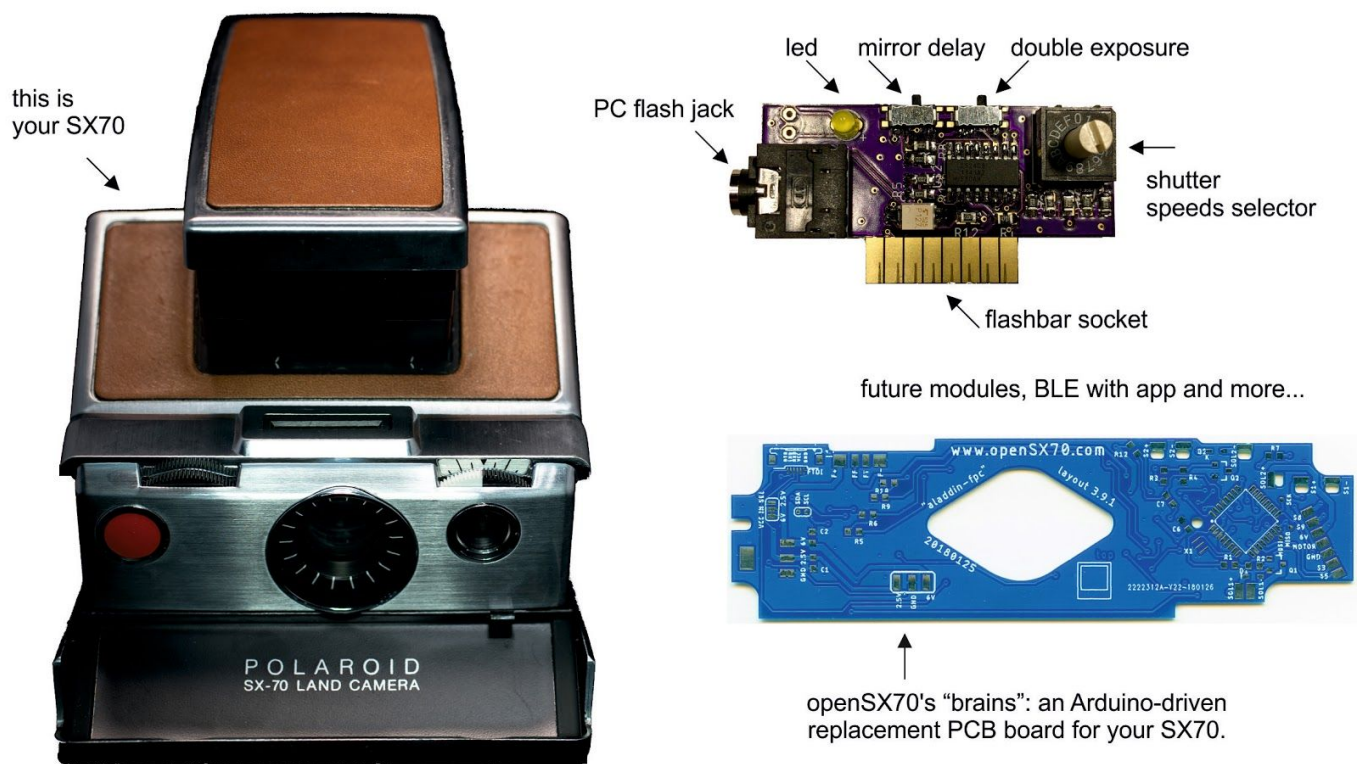
At the same time the project aims to be a hub of all things SX70 related, with documents and tips, repairs or hacks, like the electronic modification of your camera to accept 600-ISO film. There are other web pages about hacking the SX70, but most seem to be abandoned. We would like to compile as many resources as possible.

But, hasn't this already been done?

Yes... and no. There are at least two awesome commercial projects that accomplish something similar but this is the first open source project.

So openSX70 is a product?

Yes and no, since it is an open project anyone will be able to make their own pcb (as long as it has no commercial purpose).



Ok, I like it, where can I get one?

Again, please bear in mind that openSX70 is not yet a product, and may never be, and at this moment in time it's still a work in progress. Think of it as an ever improving experimental platform. It is an open project, so basically free as long as you use it for non commercial purposes under [Creative Commons "Attribution-NonCommercial 4.0 International \(CC BY-NC 4.0\)"](https://creativecommons.org/licenses/by-nc/4.0/)

Since we acknowledge that modifying the SX70 is definitely not for everyone, we might end up setting up a network of authorised installers. Nevertheless it is a non-destructive project when done properly. We will encourage people to keep the original board.

So then... where are you now?

We are still in the development phase. We have successfully replaced the original PCB of an alpha camera with an external prototype board. This functionality works successfully. We are now in the phase of designing the PCB boards that will fit inside the camera and the complementary “dongle” board.

We are also trying to replicate and make more affordable some of the special tools needed to open and fix the SX70, and find replacements and alternatives of critical parts.

Great! Can I join the project and help?

Yes you can! We want **you** to join us on the openSX70 project, we need your help, to maintain the openSX70 portal, we need arduino and microcontroller programmers, we need help designing the PCB, and above all, we need enthusiasts to join and spread the word on the project!

Press contact: sx70 at opensx70 dot com

Facebook group (closed): <https://goo.gl/3qjne2>

web: www.opensx70.com

github: <https://goo.gl/1A1QbY>

twitter: @openSX70

instagram: openSX70

hashtags*: #openSX70 #SX70 #OriginalPolaroids #PolaroidOriginals #Polaroid #Arduino #InstantFilm #DIY

Tagline:

“Polaroid SX70’s 45th birthday, teaching an old camera new tricks: the openSX70 project”

brief:

The openSX70 project wants to hack the SX70 camera by replacing its 45-year old “brains” with a new, open-source, Arduino-based PCB, giving photographers manual control of the camera.

improved functionality:

- Manual shutter speed control.
- Double/Multiple exposures.
- B (Bulb) mode.
- T mode.
- PC-flash connector (on dongle).
- Optional f/8 flash operation.
- Delayed mirror operation (optional).
- Built-in shutter delay timer (long press on red button).
- Built-in light meter (possible auto 125ISO or 600ISO)
- Led blinks as picture counter (true remaining shots).
- Future BLE and Android iOS app remote and much more.

*Polaroid Originals™ and SX-70™ are brands belonging to PLR IP Holdings, LLC a company that has no links nor endorses in any way the openSX70 project.