

# Polaroid invents the SX-70.



Just press the red electric button and...



# Watch it



Less than 2 seconds after you take your picture, it's developing in your hand. There is nothing to time, nothing to peel, nothing to throw away. From nothingness, the first faint outlines begin to emerge.



From the beginning, the photograph is hard, dry, shiny and flat.



# happen.

The image area is  $3\frac{1}{8}$  x  $3\frac{1}{8}$  inches.



As the image blooms before your eyes, you realize that this will be a colour photograph such as you have never seen. Even after you have a beautiful picture, it keeps getting better.

Here is your picture, minutes later, fully developed.



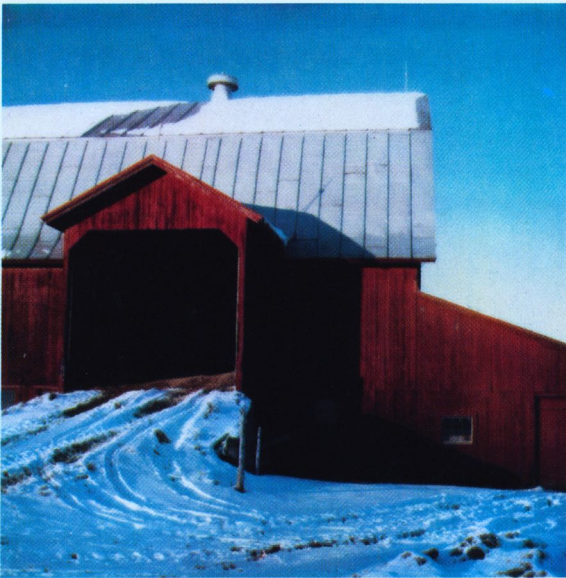


How can a picture of something be more beautiful than the object itself? There are sound technical reasons. The SX-70 can search out beauty your eye alone can only guess at, because the camera can actually record far more detail than you can see without a magnifying glass.

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



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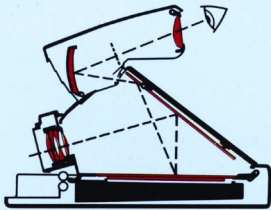


that make possible prints of a brilliance and intensity that create a new standard for amateur photography. Notice the extraordinary reds in the rose and strawberries. Incidentally, the picture of the rose was taken with an optional SX-70 close-up lens attachment which enables you to photograph small

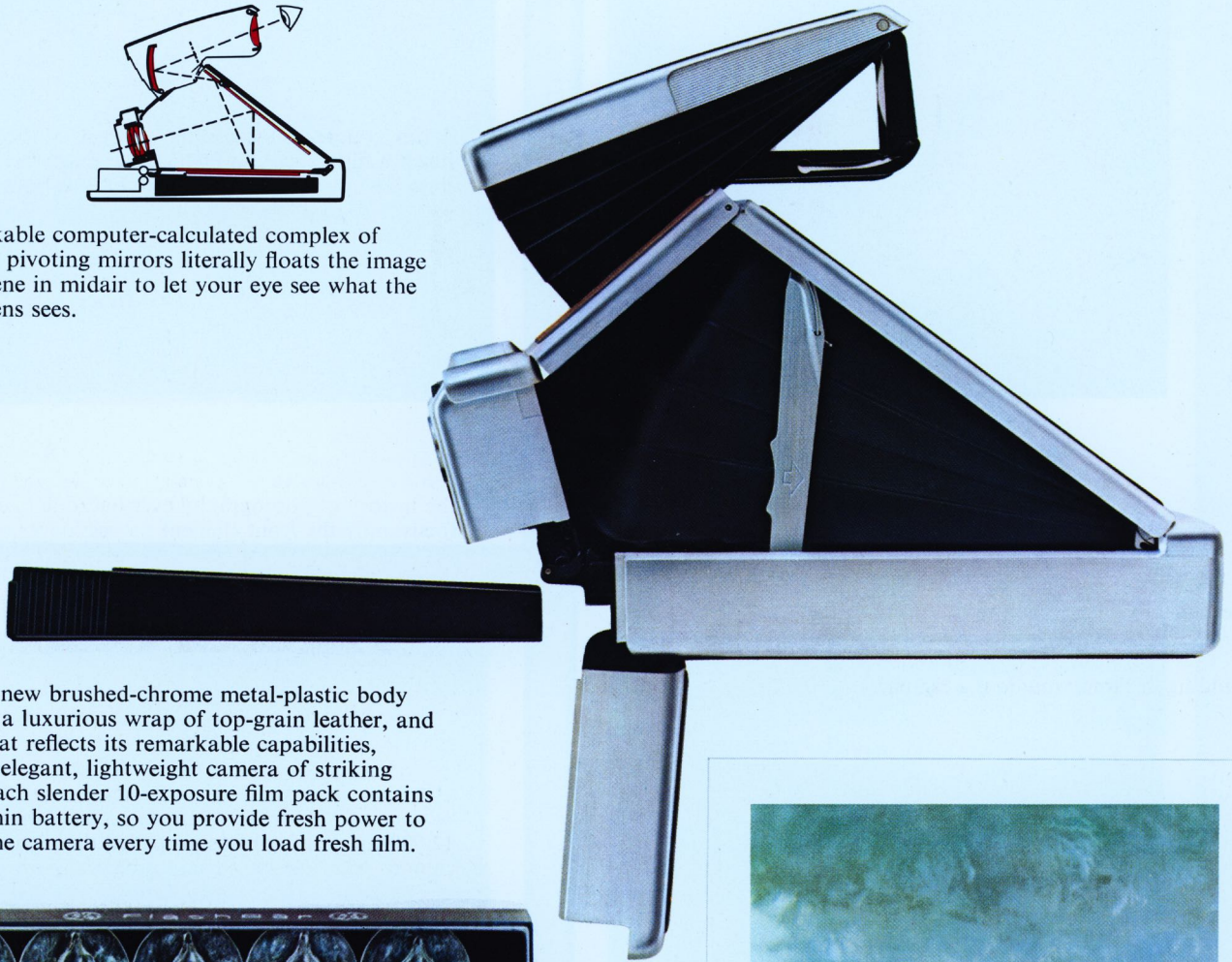
objects, actual size when you're only five inches away from your subject. But to talk only of technical wonders is to miss what it's all about: the discovery of the world around you, in new ways that can stimulate and delight you.



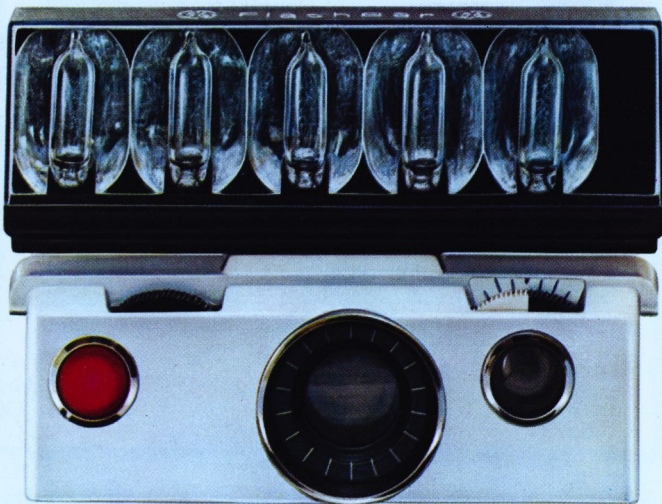
# How the SX-70 makes



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 flash 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 programmes 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.



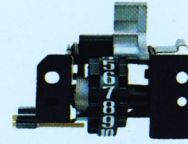
# the impossible possible.



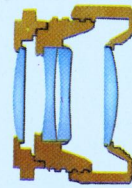
Here are the makings for 30 flash pictures. Slip these in one pocket, the 24-ounce camera that's only 1" x 4" x 7" in another, and you're ready for a wedding, a family reunion, a big party.



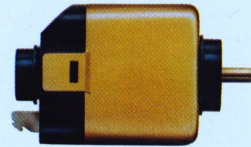
In minutes the picture develops fully before your eyes, *even in the brightest daylight*. An opaque chemical, spread inside the film, blocks the light during development. As this light barrier becomes transparent you see the image that has been formed. The pictures are exceptionally durable. You can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



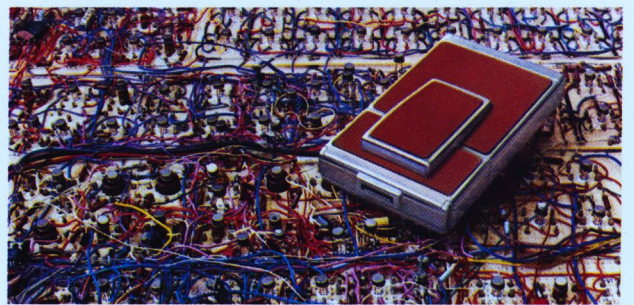
A tiny counter is located on the back of the camera. Insert a film pack and the counter reads "10". After each shot, that number decreases, to tell you how many pictures you have left.



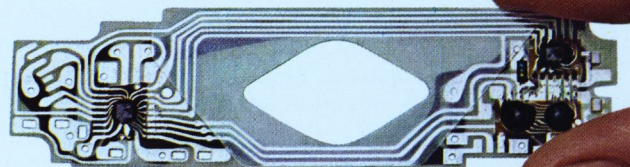
You can get close enough to count eyelashes with this computer-calculated 4-element lens system. No camera in the history of photography ever had one like it. As you focus, only the front element moves (never more than  $\frac{1}{4}$  inch) yet you can focus on objects from 10.2 inches to miles away.



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 technology than any consumer product in the world today. The camera above is shown on a section of the original electronic layout. Ultra-miniaturization has compressed hundreds of electronic components into 3 brain centers (see one below).





# Polaroid's SX-70 explained.



The SX-70 camera  
1" x 4" x 7" closed

Now you can forget everything you have ever known about photography, instant or otherwise. The SX-70 instant picture camera is here.

Slim, graceful, balancing lightly in your hand at only 24 ounces, this remarkable package of more than 200 transistors, elegantly wrapped in top-grain leather, scarcely hints at the wonders it can perform.

#### What you do.

One motion and the camera's open, ready at a finger's touch to propel picture after picture into your hands.

Just frame, focus and press the red electric shutter button. Your picture is automatically ejected in less than 2 seconds, to time itself and develop into a colour photograph of a depth and brilliance unparalleled in amateur photography.

What once might have seemed a family duty, or even just an interesting hobby, can now become a spontaneous and recurring pleasure in your daily life.

#### What it does for you.

The new SX-70 probably includes more technological advancements than any other consumer product in the world today.

It is a single lens reflex camera. Your eye sees what the camera lens sees, because you're actually looking through the camera lens.

And, the SX-70's unique 4-element lens allows you to focus on objects from 10.2 inches to infinity.

The 10-exposure film pack contains a revolutionary wafer-thin battery to provide fresh power to operate the camera every time you load fresh film.

A 10-shot flash array lets you take flash pictures from 10.2 inches to 20 feet or more away. And you can shoot a sequence of pictures almost as quickly as you can press the red electric button.

Nothing being left to chance, the SX-70 scans the flash array electron-

ically, picking the next flash to be fired. A unique, tiny picture counter located on the back of the camera prevents the flash array from firing after your last exposure.

The pictures themselves are exceptionally durable. As soon as they are ejected from the camera you can handle them, stack them, put them in your pocket.

The SX-70 instant picture camera from Polaroid: It can reveal the world to you as you have never seen it before.



The SX-70 camera  
open with flash array