

# POLAROID SX-70 ALPHA 1

**TYPE:** Polaroid Land Film Pack single-lens reflex.

**LENS:** 116mm f/8 with stops to f/96, focusing to 10 in.

**SHUTTER:** Electronically-controlled leaf with speeds from 14 to 1/180 sec., X sync.

**VIEWING:** Non-interchangeable eye-level finder with central split-image rangefinder, full area focusing and viewing.

**OTHER FEATURES:** Electric motorized film advance and shutter recocking, lighten-darken control, provision for remote shutter button, flash socket for ten-shot GE Flashbar, tripod socket.

**PRICE:** \$210.

**MANUFACTURER:** Polaroid Corp., Cambridge, Mass. 02139.

**PHYSICAL DIMENSIONS:** Shut: 7x4x1 in.; Open: 7x4x6 in. **WEIGHT:** 1 lb. 8 oz.

Several recent improvements on the SX-70 make it even easier to use this futuristic camera and also qualify it for its name change to "Alpha-1." The only new features you'll immediately notice is the provision for a leather neckstrap and the built-in tripod socket. Other changes inside the SX-70 improve the camera's operation.

The acceptance angle of the averaging meter has been widened and reads the lower portion of the scene. A new battery check system won't let the camera operate if the voltage is too low, eliminating stoppage in mid-cycle. In flash operation, the camera will not work if all five forward facing bulbs have been used. Even more significant is the fact that the flash can now be used more effectively for daylight fill-in.

You pull up on the folded finder top and the SX-70 Land camera springs to life. Push a small lever on the side and the hinged front compartment opens, ready for a ten-shot load of the SX-70 Land film. Insert the pack, shut the flap and presto, the internal motor, powered by the battery within the film pack itself, spews a cardboard film cover out of the front. You peer into the viewfinder. You see what appears to be a single-lens reflex focusing groundglass screen—only it isn't. Through a complicated series of aspheric and Fresnel mirrors and eyepieces, you are actually viewing an aerial image—as in a pair of binoculars—a bright aerial image, far brighter than any ground-glass focusing screen could achieve.

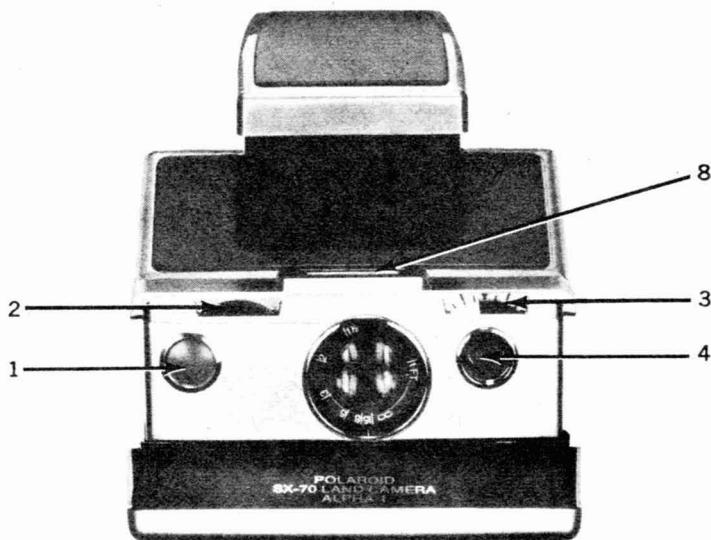
You press the good-sized, electronically operated red rubber release button on the camera front. An internal mirror flies upward, the shutter mechanism operates, gears whirr and a plasticized 3½-in.-square turquoise-colored picture sheet with a white border zips outward from the same slot as the cover did.

Within 1 min. an image begins to appear under the protective Mylar. The picture is completely developed in from 5 to 10 min.

Exposure for this film having a speed equivalent to ASA 100 is determined by a silicon cell circuit with the cell mounted on the camera front. It's completely automatic, with apertures selected from f/8 to f/96 and speeds from 14 to 1/180 sec. This is a somewhat slow speed for stopping action or for guaranteeing sharpness if you don't have much of an ability to hold a camera steady. However, a larger aperture lens would be impossible to include in this highly pocketable camera.

Is the picture too dark or light? Turn the exposure adjustment wheel on the front of the camera for more or less exposure and try again. How do you know when there isn't sufficient light to hand hold a shot? You don't. When in doubt, insert a 4 3/16-in.-long, ½-in.-wide GE ten-shot Flashbar, specially designed for the camera. The camera can shoot up to 20 ft., firing one bulb after another until all five are used on one side of the bar. You then turn the bar around and fire off the remaining five shots.

The Mylar, plus the many layers, does give the new prints a certain depth and luminosity older Polaroid color pack films did not possess. Not only has its ability to turn out all-dry prints every 1.5 sec. done much to make this camera a favorite of present Polaroid fans, but its pocket size has attracted instant photographers.



1. Shutter release. 2. Focusing wheel. 3. Darken/lighten control wheel. 4. CDS meter cell. 5. Hinged loading front. 6. Viewfinder eyepiece. 7. Opening/closing support strut. 8. Ten-shot Flashbar receptacle.

