

 **Polaroid**

LIMITED EDITION **50** **ANNIVERSARY**

The Polaroid Limited Edition
690 Single Lens Reflex (SLR) Camera

User's Guide

IMPORTANT SAFEGUARDS

FCC Notice

Warning: Changes or modifications to this unit not expressly approved by the party responsible for compliance could void the user's authority to operate this equipment.

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules.

These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications.

However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference with radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

1. Reorient or relocate the receiving antenna of the radio or television.
2. Increase the separation between the equipment and the receiver.
3. Consult the dealer for help.

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Dr. Edwin H. Land
(1911–1991)

**Inventor of Instant Photography
&
Founder of Polaroid Corporation**

Polaroid at Fifty: Dr. Edwin H. Land and His Dream of Instant Photography

Oftentimes, what inspires innovation originates from the simple question “why can't this be done?” On Christmas Eve Day in 1943, Dr. Edwin H. Land, the acclaimed inventor and founder of Polaroid Corporation, was enjoying an afternoon outing with his three-year-old daughter, Jennifer.

At some point during this afternoon, little Jennifer asked her father why she had to wait to see the photographs he was taking.

Dr. Land contemplated his daughter's simple question. Would it be possible to create an instantly developing photograph? With his legendary inspiration and focus, Dr. Land solidified his concept of instant photography over several hours that same day.

The realization of his concept emerged over several years of subsequent research and development at his laboratory in Cambridge, Massachusetts. The breathtaking result of this experimentation—the world's first instantly developing photograph—was revealed before

a meeting of the Optical Society of America in New York City on February 21, 1947 before a speechless audience of fellow scientists.

Dr. Land's invention of Polaroid Instant Photography made world headlines the next morning. The name "Polaroid" now was forever synonymous with "instant photography."

Now, fifty years later, Polaroid commemorates the 50th Anniversary of the advent of instant photography with a numbered Limited Collector's Edition of the SLR (Single Lens Reflex) camera. The Polaroid 690 SLR camera is simply the finest camera that Polaroid has ever produced. Some would argue the Polaroid 690 SLR camera is the finest camera available in the world. This Limited Collector's Edition faithfully recreates the allure and look of the original SLR series, while integrating new technological features such as a digitally-driven micro-processor exposure system.

We believe this Limited Collector's Edition is a fitting tribute to Polaroid's half-century of contributions to the world of photography, and to the original daring dream of Dr. Land.

Features of The Polaroid 690 SLR Camera

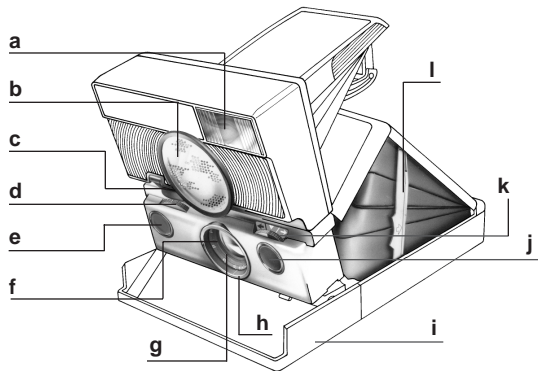
Congratulations! You are now the owner of the finest single-lens reflex camera in the world. Some of the important features of your 690 SLR camera include:

- ❖ accurate, through-the-lens previewing
- ❖ sonar-driven automatic flash and autofocus system
- ❖ 4-element coated glass lens
- ❖ close-up capabilities to 10.4 inches
- ❖ Lifetime Product Warranty

Please take a moment to familiarize yourself with the features of your 690 SLR camera by reading the instructions contained in this book. And please keep this book for information about your Lifetime Product Warranty.

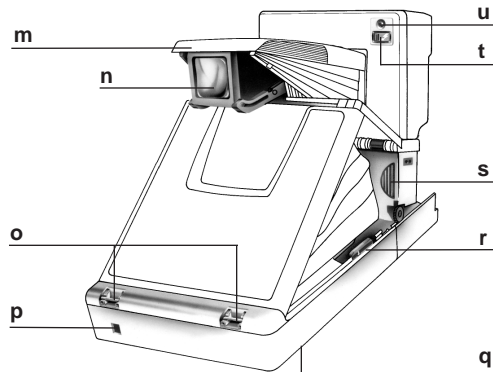
If you would like to order a leather carrying case or close-up lens, or if at any time you have any questions about your 690 SLR camera, please contact Polaroid Corporation toll-free at **1-800-432-5355**, or log on to our website at **www.polaroid.com**.

Camera Parts Frontal View



- a Built-in electronic flash
- b Transducer (sends and receives sound waves)
- c Manual focus switch
- d Manual focus wheel
- e Shutter button with automatic preview
- f Automatic variable speed/aperture shutter system
- g Four element, f/8, 116mm glass lens
- h Distance scale
- i Film door
- j Photocell
- k Lighten/darken control
- l Cover support

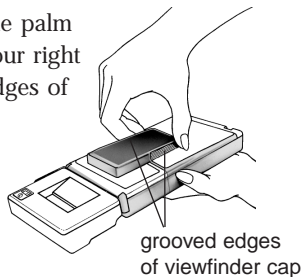
Camera Parts Rear View



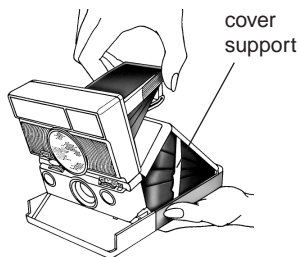
- m Viewfinder cap
- n Viewfinder eyepiece
- o Neckstrap connectors
- p Picture Counter
- q Tripod socket (underside of camera)
- r Film door release lever
- s Thumb rest
- t Flash control switch
- u Flash indicator light

Opening the Camera

- 1 Hold the camera flat in the palm of your left hand. With your right hand, grip the grooved edges of the viewfinder cap.

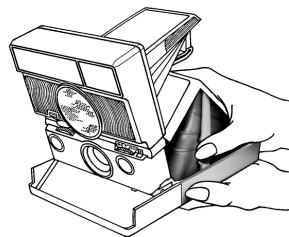


- 2 Pull the viewfinder cap straight up until the cover support locks.

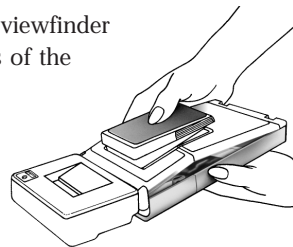


Closing the Camera

- 1 To close the camera, push the cover support toward the back of the camera.



- 2 Press down on the viewfinder cap until both sides of the camera snap shut.



Compatible Films

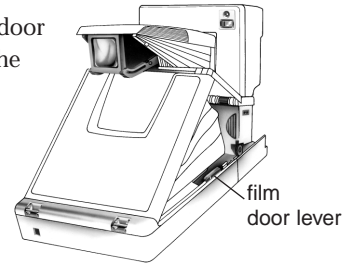
You may use any of the following instant films with your Polaroid 690 SLR camera:



Loading Film

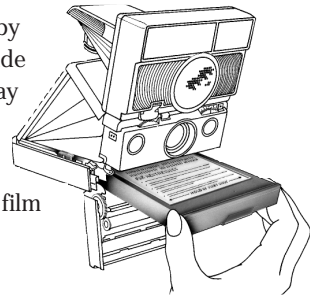
First, make sure you are using an instant film that is compatible with your 690 SLR Camera.

- 1 Push the yellow film door lever down to open the film door.



- 2 Holding the film pack by the edges as shown, slide the film pack all the way into the camera.

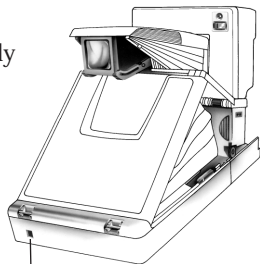
Make sure to only touch the edges of the film pack.



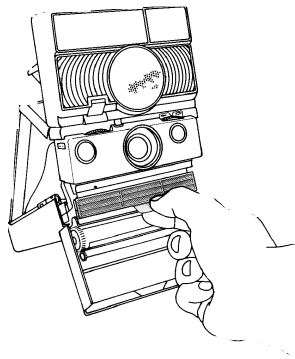
- 3** Close the film door.
The camera will automatically eject the film cover and the electronic flash will begin to charge.

The picture counter will display "10." Each pack of film contains 10 photos.

To remove an empty film pack, pull the colored tab on the lower front of the film cartridge.



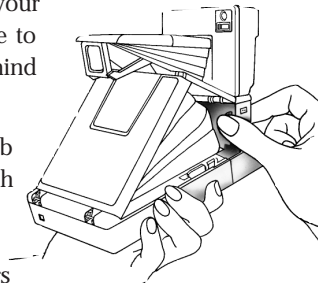
picture counter



Taking Photos

- 1** Grasp the camera in your left hand, making sure to keep your fingers behind the film door.

Place your right thumb on the thumb rest with your index finger on the shutter button. Curl your other fingers into your palm.



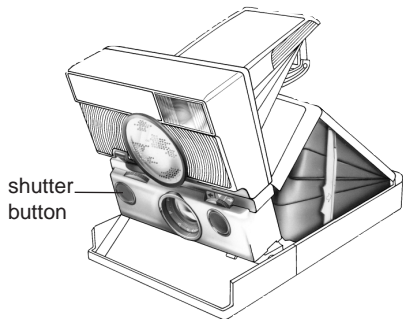
To preview your shot, look through the viewfinder. The scene will appear out of focus.

Lightly press the shutter button and hold it there. If the flash bursts and a photo is ejected, the shutter button was pressed too firmly.

Taking Photos

While keeping the shutter button lightly pressed down, the lens will spin and set, bringing your scene into sharp focus. If the camera pauses briefly before focusing the lens, the flash is momentarily charging. After the lens is brought into focus an accurate preview of the scene is visible.

You may preview as often as you choose without depleting the camera's battery. The battery that powers the camera is located inside the film pack and is sufficient to take many previews per each pack of film.



2 Use the electronic flash for every photo, both outdoors and indoors. The flash automatically corrects common lighting problems encountered in both environments. For best results, position your subject(s) anywhere from 10 inches to 14 feet away from the camera.

Maintain a clear path between the camera and your subject. The camera uses sound waves to determine the distance between the camera and the photo subject, and any obstructions will cause your photo to be incorrectly exposed.

Make sure to keep the sun or other source of light behind you, or at your side.

Holding the camera steady, press the shutter button firmly. Continue to hold the camera steady until the photo has ejected from the camera. Release the shutter button to recharge the flash unit.

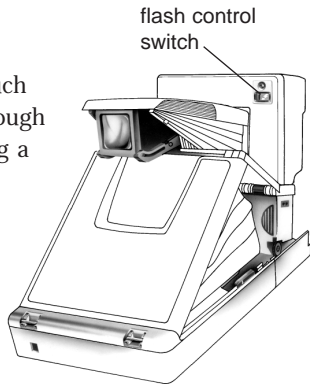
Do not shake or expose developing photos to direct sunlight. Make sure to hold the developing photo by its white border edges. If the temperature is below 55° F, place the photo immediately in a warm pocket or other warm location to develop.

Additional Camera Features

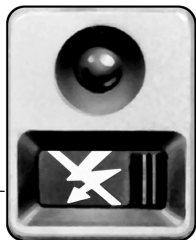
Flash Override

In certain circumstances, such as taking a photograph through a window or photographing a metallic surface, it may be necessary to override the automatic flash.

To do this, slide the flash control switch to the right. The automatic flash is disabled. You can now take a photo without the flash by pressing the shutter button.



flash control switch in OFF position



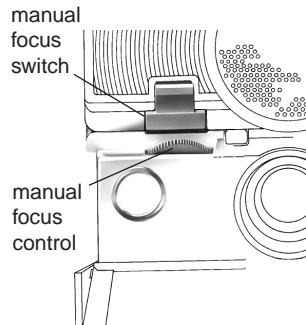
Manual Focus

To override the camera's automatic focus, push the manual focus switch down so that the red portion of the switch is visible.

Turn the manual focus control dial until your scene is in clear focus.

To take a photo, press and release the shutter button.

Press the manual focus switch up to return the camera to automatic focus.



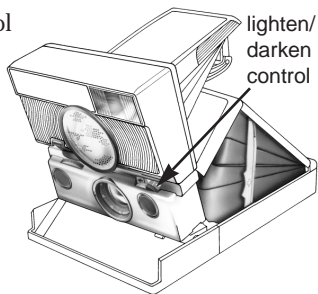
Lighten/Darken Control

The lighten/darken control feature is located on the front of your camera.

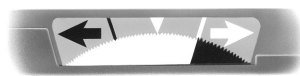
Only use this feature when retaking a photo to make it lighter or darker than the original.

To lighten a photo, move the control dial so that the white/black area of the dial is directly beneath the white line. This is the standard lighten setting.

Begin with this standard lighten setting. To lighten a photo even more, move the white/black area of the dial to the right of the white line.



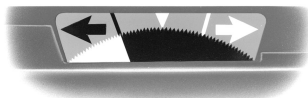
normal setting



To darken a photo, move the control dial so that the white/black area of the dial is directly beneath the black line. This is the standard darken setting.

Begin with this standard darken setting. To darken a photo even more, move the white/black area of the dial to the left of the black line.

Always be sure to return the control to the normal setting position before taking your next photo.



darken setting

Automatic Time Exposure

Your 690 SLR camera has the ability to make automatic time exposures for up to 13 seconds.

For best results, keep the camera steady while making the exposure by using a tripod (tripod socket is located on underside of camera).

Slide the flash control switch to the OFF position. Press the shutter button for at least one second, then release it. Your camera will automatically make an exposure appropriate for the environmental settings.



flash control switch in OFF position

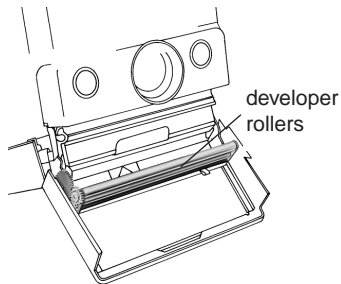
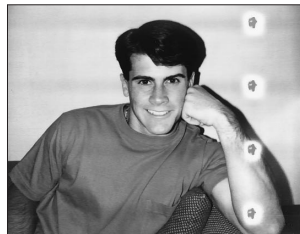


Special Maintenance Note

The spots seen on the photo to the right have been caused by dirty developer rollers.

Dirty developer rollers may cause repeating spots or banding to appear on photos. If this occurs, thoroughly clean the developer rollers.

The developer rollers are located inside the film door. To clean, dampen a lint-free cloth with water and gently wipe both sets of rollers.



If there is film in the camera, clean the developer rollers in a dimly-lit area.

Lifetime Product Warranty

Lifetime Warranty Terms: If your camera proves to be defective in manufacture, labeling or packaging, Polaroid will without charge repair it or, at our option, replace it with a camera of the same or equivalent model.

This warranty does not cover damage caused by accident, misuse, tampering or unauthorized repairs, and a charge will be made for such repairs. **This warranty excludes all consequential damages except in jurisdictions not allowing the exclusion of consequential damages, so the foregoing may not apply to you.**

For warranty service, the camera must be returned to and repaired by an authorized Polaroid Service Center. Return the camera to a Polaroid camera dealer or call or write Polaroid Corporation at:

Polaroid National Technical Support Operations
201 Burlington Rd. 1-2A
Bedford, MA 01730

(toll free) **1-800-432-5355**
Monday - Friday 8 am to 8 pm (EST)
www.polaroid.com

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