


www.butkus.us

**OneStep SE**

*BUTKUS-US*





This manual is for reference and historical purposes, all rights reserved.

**This page is copyright© by M. Butkus, NJ.**

This page may not be sold or distributed without the expressed permission of the producer

I have no connection with any camera company

On-line camera manual library

This is the full text and images from the manual. This may take 3 full minutes for the PDF file to download.

**If you find this manual useful, how about a donation of \$3 to: M. Butkus, 29 Lake Ave., High Bridge, NJ 08829-1701 and send your e-mail address so I can thank you. Most other places would charge you \$7.50 for a electronic copy or \$18.00 for a hard to read Xerox copy.**

**This will allow me to continue to buy new manuals and pay their shipping costs.**

**It'll make you feel better, won't it?**

**If you use Pay Pal or wish to use your credit card,  
click on the secure site on my main page.**

PayPal Name Lynn@butkus.org

## PICTURE TAKING IS A SNAP WITH ONESTEP!

**Here are brief instructions. For more details, see the book.**

Your camera produces crisp, well exposed color snapshots outdoors in bright daylight, and indoors with flash at distances of 4-8 ft.

Even without bright sunlight you can get good daylight pictures with fill-flash (4-8 ft.) or automatic time exposures (using a tripod).

The camera's unique aspheric lens is prefocused to make sharp images of everything beyond 4 ft.

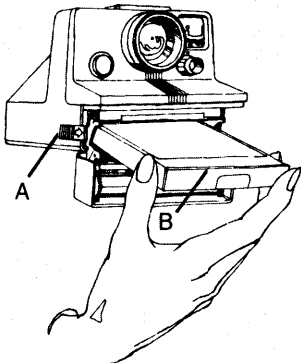
### HOW TO LOAD FILM

Use Polaroid SX-70 Land film. Push the latch (A) forward. The film door will drop open.

Hold the film pack only by its edges. (Gripping the pack above and below the yellow tab may damage the film.)

Push the film pack into the camera until the narrow strip (B) snaps open. Close the film door. You'll hear the camera eject the film cover.

To remove an empty pack, pull the yellow tab.



### HOW TO HOLD YOUR CAMERA

Grip it firmly in the palm of your left hand. Steady it by pressing your right thumb just below the picture counter.

You'll use your right forefinger to squeeze the shutter button. Its raised rim prevents you from accidentally taking a picture. Curl the other fingers into your palm to avoid blocking the film exit slot.



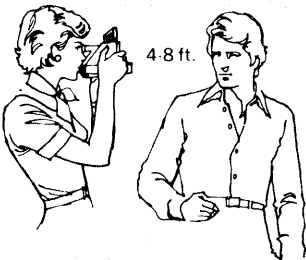
### HOW TO VIEW YOUR SUBJECT

Bring your eye close to the viewfinder eye-piece so you can see all four corners inside the viewfinder.

Try to place yourself and your subject so the scene "fills" the viewfinder, but don't come closer than 4 ft.

### HOW TO TAKE A PICTURE

**Hold the camera very steady. Squeeze the shutter button gently and hold it in without moving** until the camera ejects the picture. Try to include large areas of color; add colorful "props" such as bright clothing, toys, etc. Look for pleasing backgrounds; the camera "sees" them, too.

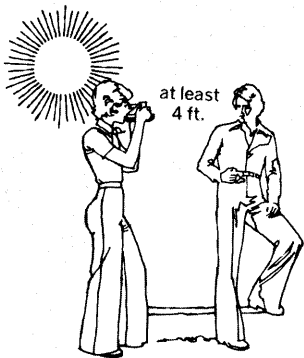


### PICTURES INDOORS

Use flash for all indoor pictures. Stand **4-8 ft.** (no more, no less) from your subject. Try to have your subject near a light, colorful background.

Insert a FlashBar. After 5 flashes, reverse the FlashBar and shoot 5 more. The camera automatically picks the good bulbs in a partly used FlashBar.

**For advice on electronic flash units, see page 5.**



## PICTURES OUTDOORS:PEOPLE

**In bright daylight**, stand so the light falling on the subject comes from behind you or from the side.

**But use flash (4-8 ft. only)** if your subject is in the shade, is in dim light or has harsh shadows. Also use the flash if you must take the picture with the light coming from behind your subject.

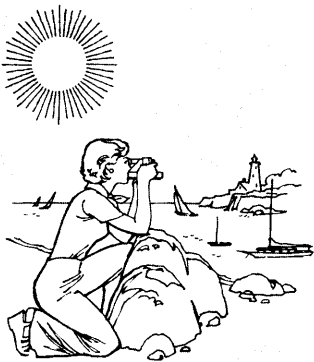
The camera's fill-flash feature will automatically balance the flash with daylight to give you pleasing, well-exposed pictures. You will get best results with fill-flash when you are about 6 ft. from your subject.

**Rule for success: If in doubt about the light, use flash.**

## PICTURES OUTDOORS:SCENES

**In bright daylight**, stand so the sun is behind you or at the side. If the sun is shining into your eyes (and into the camera's electric eye) the scene will be too dark in your picture.

**If the light is not bright**, rest the camera on a firm support or use a tripod to prevent movement and fuzzy pictures. The camera can automatically make a time exposure for as long as 1 second.



# Polaroid OneStep SE Land Camera

|                                  |    |
|----------------------------------|----|
| When to use flash                | 5  |
| Making good flash pictures       | 7  |
| Making good daylight pictures    | 9  |
| Using flash in daylight          | 13 |
| What's "depth of field"?         | 15 |
| Tips for better pictures         | 17 |
| Copies and enlargements          | 19 |
| Need help? Call Customer Service | 21 |
| Camera, film and picture care    | 23 |
| Troubleshooting                  | 27 |
| Full warranty                    | 32 |
| Repairs                          | 33 |
| Service Centers                  | 34 |

## Film and flash

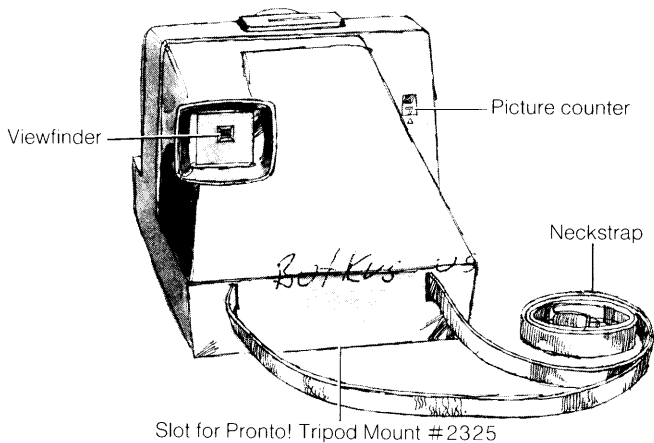
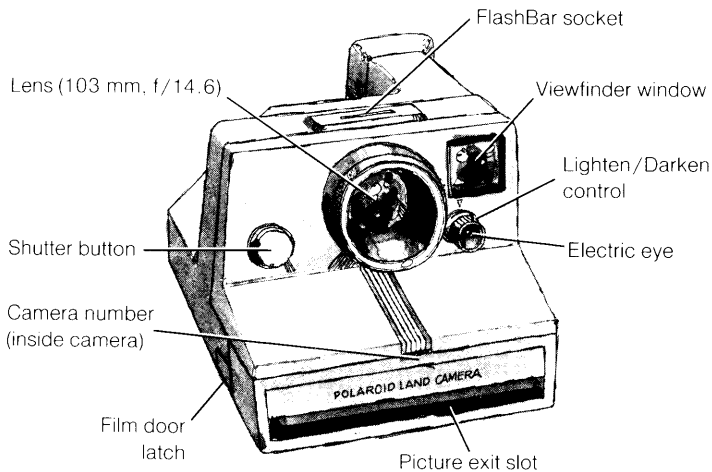
Your camera uses Polaroid SX-70 Land film, and FlashBars. Each film pack provides ten 3 1/8 inch square color pictures, and contains a battery that powers the camera. Each FlashBar has ten bulbs, five per side.

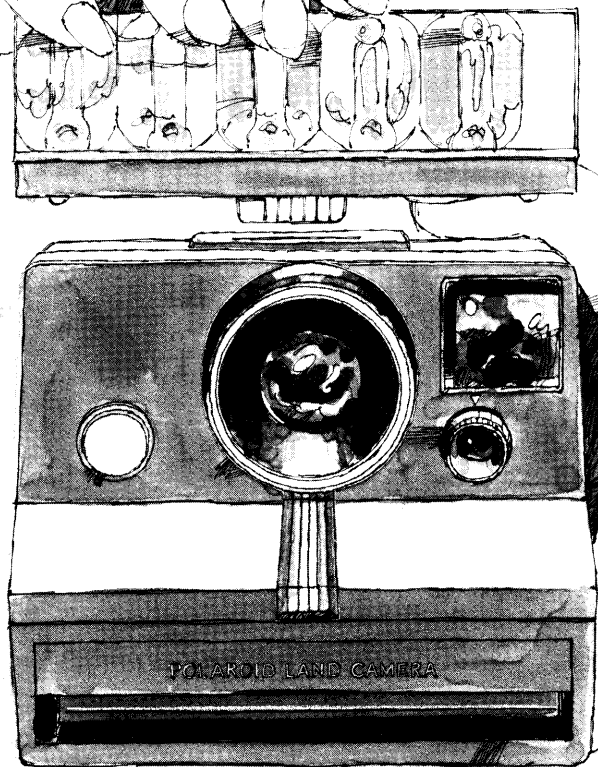
### POCKET PRIMER

Brief operating instructions  
Detach and save

### PHOTO FACTBOOK

Helpful picture-taking guide  
Read it once, refer to it often





Use flash indoors, and outdoors in shade, under heavily overcast skies, or at dusk. Stand 4 to 8 ft. from your subject when using flash.

Always insert a FlashBar with the camera pointing away from you. Once all the bulbs on the side of the FlashBar facing front have been fired, the camera won't operate. This prevents you from accidentally wasting film. If the camera does not operate when an *unused* side of a FlashBar faces front, reverse the FlashBar or insert a new one. If you can then take a picture, the first side of the FlashBar was defective. Contact Customer Service.

Flash pictures should not be taken where the atmosphere contains gases or dust that may be ignited by a spark.

Your camera was designed to use FlashBars and with a FlashBar will produce well exposed pictures over the full flash range, 4 to 8 ft. Before buying an electronic flash unit, test it on your camera for good picture results at 4 ft. and 8 ft. If you own an electronic flash and are not getting good pictures with it, try a FlashBar. If you get good pictures with a FlashBar but not with electronic flash, the cause of the problem is the electronic flash, not the camera or film.



## **MAKING GOOD FLASH PICTURES**

### **Stay within the flash range**

Your flash range is 4-8 feet. Closer, your subject will be too light and fuzzy. Farther away, your subject will be too dark.

### **Watch the background**

Place your subject near a colorful background if you can. Color adds interest to the picture; having the background near the subject assures that it will be well lit.

Avoid dark or distant backgrounds, particularly when photographing dark-haired people. Also don't shoot straight at reflective backgrounds like windows, paneled walls and polished surfaces. These can cause a "hot spot" (flash reflection) in your picture. If you must shoot toward such a surface, shoot at an angle rather than straight on.

### **Arrange groups**

Each person in a group should be about the same distance from the camera. Then all will be lit evenly by the flash.

**And, don't forget: hold the camera steady until the picture is ejected.**



## MAKING GOOD DAYLIGHT PICTURES

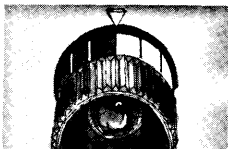
In general, place your subjects so the light falls on them from behind you or from the side. Also, try to place your subjects so the light on them is about as bright as the light on the background. If your subjects aren't in the sunshine, use flash or a firm support to get good daylight pictures. See page 13.

### How the background affects exposure

Exposure is controlled by the electric eye next to the lens. It governs the opening and closing of the camera's shutter, letting just the right amount of light reach the film.

If the background is much darker or lighter than your subject, the eye will be "fooled" and your subject may be too light or dark in the picture. Move closer to reduce the background's effect, or reset the Lighten/Darken control (next page).

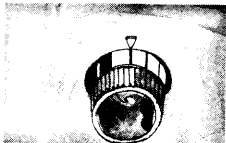
Generally, your camera will set the correct exposure without any adjustment of the L/D control. Leave it at normal, as shown. (If flash pictures are too light or dark, you probably didn't stay within the flash range of 4-8 feet.)



Normal setting



If the background is very bright, your subject may be too dark (top left). Set the Lighten/Darken control 1 or 2 marks to Lighten so the subject receives normal exposure, as in the top right picture.



Setting:  
1 mark toward Lighten.

If the background is very dark, your subject may be too light (bottom left). Set the Lighten/Darken control 1 or 2 marks to Darken so the subject receives normal exposure, as in the bottom right picture.



Setting:  
1 mark toward Darken.

Always take the second picture under exactly the same conditions: same subject, same position and distance, same lighting. Reset the Lighten/Darken control to normal when you're done.



## USING FLASH IN DAYLIGHT

Your camera can blend daylight and light from a FlashBar to produce properly exposed outdoor pictures which might otherwise have been too dark, and fuzzy.

In all outdoor situations other than bright daylight—for instance, in the shade, under heavily overcast skies or at dusk—use flash and place yourself 4 to 8 feet from your subject. Or you can prop your camera on a firm support or use a tripod to avoid camera movement (and fuzzy pictures) during the relatively long time the shutter stays open in these conditions.

In the picture at top left, the subjects are dark and fuzzy. But adding flash makes a well exposed, crisp picture.

Even when there's enough sunlight, flash can be used to avoid picture problems. It can soften or eliminate unpleasant shadows, as shown at bottom. And it can add a sense of sunshine to the bluish, cold appearance of a face lit by a blue sky, rather than lighted directly by the sun.

**Remember to be no closer than 4 feet or farther than 8 feet from your subject.**



## WHAT'S "DEPTH OF FIELD"?

In your pictures, everything from four feet to the most distant object will be clear and in focus. This long range of sharpness, called "depth of field," is automatic—the camera is prefocused.

Your camera's long depth of field can produce interesting pictures like the one at left. You can easily compare the artist's painting with her subject, since both are in sharp focus.

Other ideas for taking advantage of this depth of field: pose friends against distant historical sites you want clear and sharp. Capture amazing detail in parades, even though objects are at varying distances from you. At the zoo, have foreground subjects and background animals sharply in focus. City skylines, amusement parks, sporting events—all offer many opportunities for long depth of field.



## TIPS FOR BETTER PICTURES

### **Help subjects relax**

Give your subjects something to do so they will be relaxed, not stiff or posed.

### **Watch the background**

It should complement your subjects, not distract from them. Keep it simple.

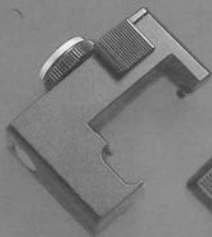
### **Include color**

Add colorful props like flowers, toys, bright clothing. Look for a colorful background to place your subject near.

### **Frame scenics carefully**

When shooting distant scenes, include something in the foreground to serve as a natural frame, or to show depth or dimension.

### **Always hold the camera steady when shooting.**



## COPIES AND ENLARGEMENTS

You can order copies or enlargements of your favorite pictures to send to family and friends or enjoy at home. High-quality copies and enlargements may be ordered through your camera dealer or directly from Polaroid Copy Service (the order form is on the back of the film cover).

## ACCESSORIES

*Butkus. vs*

Picture taking can be even more fun with the accessories shown at left, available from your camera dealer.

The Tripod Mount #2325 (right) lets you attach your camera to a standard tripod, to steady it during picture taking. The Self-Timer #2326 (center) lets you get into your pictures, and the Cable Release #2327 (left) lets you operate the shutter button without touching the camera. These accessories may be purchased individually or in the Pronto! Accessory Kit #183.

Attractive Pronto! carrying cases designed to hold your camera, FlashBars and film are also available.



## **NEED HELP? CALL CUSTOMER SERVICE**

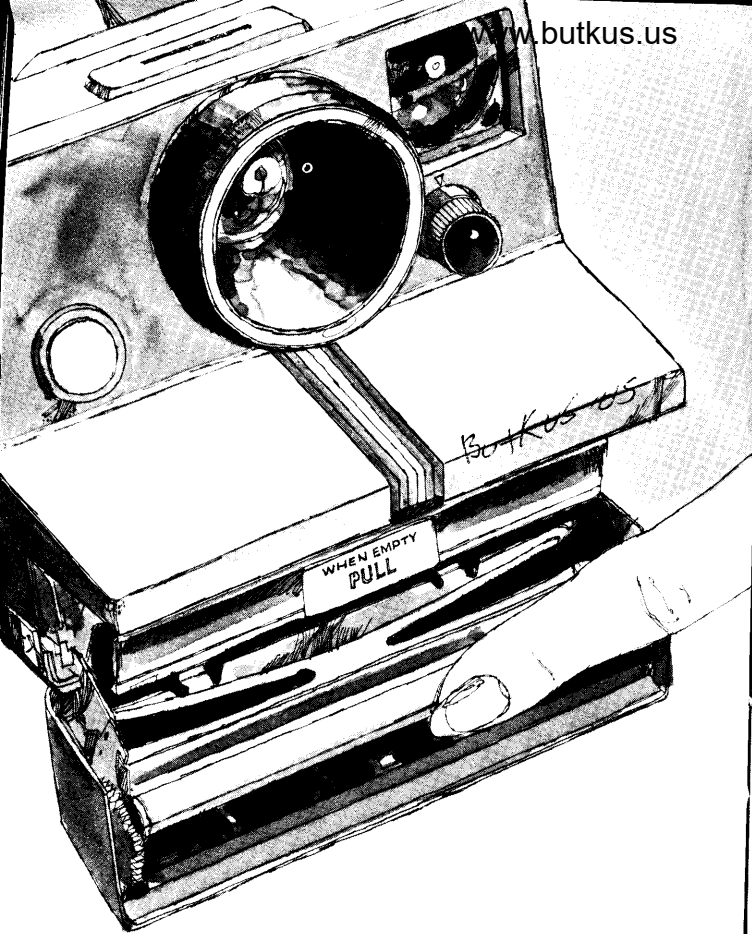
We have a staff of Polaroid Land camera experts whose job is to help you get good pictures. If something's wrong with your camera, pictures or film, they'll try to solve the problem fast.

# **800-225-1384**

... That's our toll-free number from anywhere in the continental USA except Massachusetts and Alaska. From those states, call collect (617) 864-4568. In Canada call toll free 800-261-6970. We can be reached Monday through Friday, 8 a.m. to 5 p.m., your time.

You can write us at Polaroid Corporation, Customer Service, Cambridge, Mass. 02139, or to Customer Service at any of the locations listed on pages 34-35. Include your address and phone number.

All our Service Centers offer walk-in service, too, including while-you-wait repairs in most cases. If you can get to us easily, bring your camera and pictures in.



## CAMERA, FILM AND PICTURE CARE

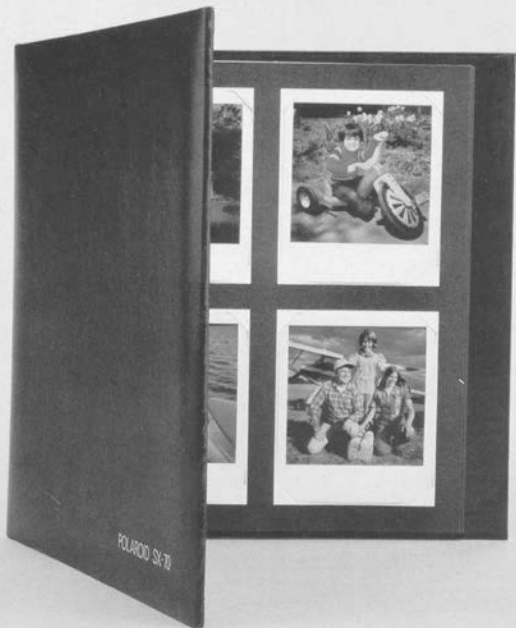
### Camera

To clean the camera body, simply wipe it with a damp cloth. When necessary, clean the lens, viewfinder window and electric eye. Blow off any dust, then wipe gently with a clean, lint-free cloth.

**The rollers inside the film door should be kept clean.** Before loading new film, examine them by rotating each one separately with your finger. Each should move freely. Remove any specks with a clean, lint-free cloth, moistened with water if necessary. Check the ends of the rollers, too, and the picture slot. To prevent dust from entering the film compartment, clean the rollers while an empty film pack is still in the camera.

### Film

Store your film in a cool place — below 75°F, if possible. Film may be refrigerated, but it shouldn't be frozen. (Before opening film that has been refrigerated, allow it to warm to room temperature. Usually this takes at least an hour.) Always keep the film box sealed until you're ready to load the film.



Avoid leaving your film or a loaded camera in hot places, like the glove or luggage compartment of a car in warm weather, or in direct sunlight.

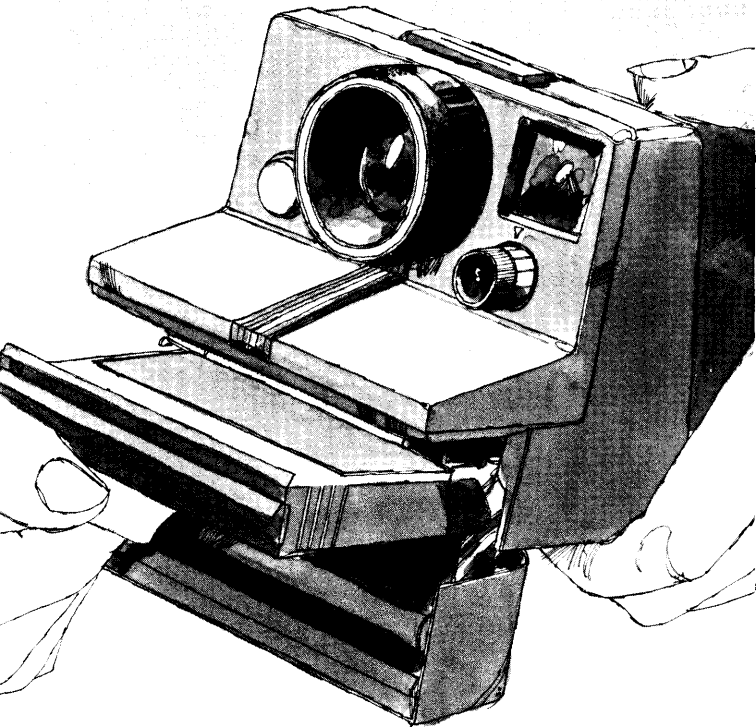
## **Pictures**

Don't fold your pictures, or cut them. Polaroid Copy Service can, however, supply copies and enlargements of your favorite pictures, which may be trimmed as you like.

Fingerprints on your pictures can be easily removed. Simply "mist" the surface with your breath, then polish lightly with a tissue or a soft clean cloth, just as you might clean eyeglasses.

The Polaroid Album #129 is especially designed for SX-70 pictures and is convenient and easy to use.

SX-70 pictures are among the most stable known in photography. You can display them in normal home or office lighting without concern about fading.



## TROUBLESHOOTING

You will probably never have trouble with the battery in your film pack. If it is dead, however, the following may occur. (Return any film with a dead battery, which hasn't passed its expiration date, to Polaroid or your dealer for replacement.)

### **The camera does not eject the film cover:**

1. Press the shutter button. If the cover is not ejected, remove the film pack, then reinsert it.
2. If the cover still isn't ejected, insert a new pack.

### **The film is not ejected when you press the shutter button:**

1. Check the picture counter; the film pack may be empty.
2. Check the FlashBar; see page 5.
3. In dim light, pull the film pack out until the shutter button clicks forward. Reinsert the pack. The film should come out when you close the door. If the top piece of film is pushed forward when you reinsert the pack, pull that piece out. Then, close the door.
4. If the above fail to get your camera working, insert a new film pack.

### **The film cover or film is ejected only part way:**

1. Release the film shade so it snaps back.
2. Pull the cover or film out.
3. If the camera still does not work properly, insert a new film pack.

If these remedies fail to get the camera operating, call Customer Service (see page 21).



## **Fuzzy or blurred pictures can be caused by . . .**

- moving the camera during the exposure. It is important to hold the camera steady as you squeeze the shutter button, until the picture is ejected from the camera.
- taking a picture in other than bright daylight without using flash (right picture). For best results outdoors in other than bright daylight, place the camera on a firm support or use a tripod, or use flash.
- the subject closer than 4 feet (left picture). Your camera was designed to give sharp, crisp pictures of subjects four or more feet away.
- movement of the subject during the exposure. (You'll get the best "action" pictures when your subject is moving toward you, rather than across the frame at a right angle to the camera.)



### **Part of image area blank**

The film pack may have been damaged before picture taking, perhaps by being squeezed during loading.

Also, developer chemicals may have leaked onto the rollers inside the camera and onto the back of the picture. Clean the rollers as described on page 23. Avoid contact with the developer chemicals (see the caution notice on the film box).

If this problem persists with any one pack, remove it and insert a new one.

### **Repeated spots or bars on pictures**

The rollers inside the camera are dirty. Clean them as described on page 23.