

# 669

## NEW FILM

### Extended tonal range

## Polaroid Polacolor ER Land Pack Film Type 669

For use with cameras that accept Polaroid color Land pack films with print size 3¼ x 4¼ inches (approx. 8.3 x 10.8 cm). Eight prints per pack.

This film is balanced for use with electronic flash and for optimum rendition of skin tones.

### TECHNICAL CHARACTERISTICS

**Recommended exposure meter setting (in daylight):** ASA 80/20 DIN, ISO 80/20°.

**Color Balance:** Suited for use in average daylight (approx. 5500°K) and with electronic flash with emphasis on good skin tones. Most other light sources will require filtration.

**Image area:** 2⅞ x 3¾ in (7.3 x 9.5 cm).

**Processing time:** 60 sec. at 75°F (24°C) and above.

### LOAD THE FILM

**Before you load film:** Inspect the developer rollers inside the camera back to be sure they are clean.

Hold the film pack only by its edges at all times. If you press against the center of the pack, you can damage the film. Slide the pack into the camera at an angle, then push it down flat, so that it snaps into place. Be sure the white tabs are not caught between the pack and the camera. Close and latch the camera door. Pull the black safety cover all the way out of the camera.

### TEMPERATURE IS IMPORTANT

Although film can be exposed at any temperature, the temperature of the film and film holder **at the time of processing** will affect the picture. Best results are obtained at about 75°F (24°C); acceptable results are obtained from 55-90°F (13-32°C). If prints have weak tones and a reddish tint, extend the processing time by up to 30 seconds. Overextended processing will yield more saturated colors and deeper blacks, but may cause a slight cyan bias requiring red-yellow filtration.

Temperature	
F°	C°
90	32
75	24
65	18
55	13



Processing time (sec.)	Exposure adjustment
60	- ½ stop
60	None
75	+ ½ stop
90	+ 1 stop*

\*Yellow filtration may be required.

**Set the camera or instrument for the correct exposure.**

### MAKE THE EXPOSURE

### PROCESS THE FILM

**Standard processing time: 60 sec. at 75°F (24°C).**

**White tab:** Grip the center of the white tab, and pull it all the way out of the camera. A yellow tab will appear. (If no yellow tab appears, **STOP!** Don't pull another white tab. See your camera or camera back instruction book.)

**Yellow tab:** Pull it **straight**, all the way out of the camera at a moderate speed, without stopping. If you do not pull straight, some of the picture area may not develop. **Begin timing processing now.**

### SEPARATE THE FILM

After the recommended processing time, quickly separate the positive from the negative. Start at the end nearest the yellow tab. Avoid contact with the process chemicals (see CAUTION). Fold the negative, moist side in, and dispose of it properly.

### VIEW THE PRINT

In evaluating the color balance of a print, use the same light source (tungsten, daylight, cool white fluorescent, warm white fluorescent) under which it will be viewed as a finished product. The color temperature of the viewing light can have a visible effect on the apparent color balance of the print.

### LIGHTING, EXPOSURE AND FILTRATION

**Daylight and electronic flash (5500°K):** Under average conditions and with moderate exposure times, no filtration is necessary. Use an ultraviolet cut-off filter such as the Wratten 1A or 2A to reduce an overall blue cast or distant haze outdoors. A polarizing filter can deepen colors, cut glare and reflections under certain circumstances. When the exposing

light is of very long or very short duration, reciprocity effects will change the effective speed and color balance of the film. See the table below for correction.

	Indicated exposure (sec.)	CC filters	Effective film speed*
Flash	1/3000	CC10C	64ASA (19DIN)
	1/1000	None	80ASA (20DIN)
Daylight	1/125	None	80ASA (20DIN)
	1/30	CC05R	80ASA (20DIN)
	1/8	CC20R	64ASA (19DIN)
	1/4	CC20R + CC10Y	50ASA (18DIN)
	1	CC30R + CC10Y	32ASA (16DIN)
	10	CC50R + CC10Y	12ASA (12DIN)

**Polaprinter Slide Copier:** Remove the CC10R (red) filter from the filter holder in the slide slot. Start with no filtration, then filter according to your preference. When using the low contrast setting, up to CC10G (green) filtration may be desired.

**Tungsten lighting:** The filtration below balances the lights for use with the film and compensates for the color shift caused by reciprocity effects.

Floodlights, quartz halogen lamps, microscope illuminators (3200-3400 K)		
Indicated exposure (sec.)	CC filters	Effective film speed*
1/8	CC30C + CC30B	20ASA (14DIN)
1	CC30B	16ASA (13DIN)
5	CC10M + CC10B	12ASA (12DIN)
10	CC10M	20ASA (14DIN)
30	CC10M + CC10R	16ASA (13DIN)

Polaroid MP-4, MP-3 lamps (2800-2900K)		
Indicated exposure (sec.)	Wratten & CC filters	Effective film speed*
1/8	Wr.80A + CC10B	16ASA (13DIN)
1	CC50B + CC20C	16ASA (13DIN)
5	CC40B	12ASA (12DIN)
10	CC30B	12ASA (12DIN)

\*Recommended meter setting (compensates for reciprocity effects and filter factors.)

## CARE OF PRINTS

Prints made with this film do not require mounting. Do not touch the face of the print after separation from the negative, until it dries to a hard gloss. Never coat color prints. As with any type of color film, prints should not be subjected to prolonged exposure to strong light.

## STORE ALL FILM CAREFULLY

**Protect the film from heat and humidity:** Store it in a dry cool place. Do not open the foil bag until just before the film is to be used.

**Store the film in a refrigerator, whenever possible:** Do this only so long as the film is sealed in its original foil wrapper. Remove from the refrigerator at least two hours before use to allow the film to reach room temperature. To avoid condensation, do not open the bag until the two hour period has expired. Film should not be frozen.

**Always keep unwrapped film packages in a closed box:** To guard against light leakage, protect the film from strong light until just before it is to be used.

## WARRANTY (U.S.A. only)

Polaroid will replace any film that is defective in manufacture, labeling or packaging, provided representative samples are returned to your dealer or to the nearest Polaroid office. **This warranty excludes all consequential damages, and does not apply to outdated film.**

## WARRANTY (Outside the U.S.A.)

Polaroid will replace any film that is defective in manufacture, labeling or packaging, provided representative samples are returned to your dealer or to the nearest Polaroid office. **This warranty does not apply to outdated film and does not affect your statutory rights.**

## FREE INFORMATION AND TECHNICAL ASSISTANCE

You may call us toll free from within the continental U.S.A. at 800-225-1618 Mon.-Fri., 9 a.m. to 8 p.m. (Eastern Time). In Massachusetts call collect (617) 547-5177. Or write to Technical Assistance, Polaroid Corporation, 575 Technology Square 2M, Cambridge, Mass. 02139. For assistance outside the U.S.A., consult your nearest Polaroid office.

**Caution:** The Polaroid Land film process uses a caustic jelly, which is safely packed inside containers within the film pack. **If accidentally you should get some of this jelly on your skin, wipe it off immediately.** To avoid an alkali burn, wash the area with plenty of water as soon as possible. **It is particularly important to keep the jelly away from eyes and mouth.** Keep the discarded materials out of the reach of children and animals, and out of contact with clothing and furniture, as discarded materials still contain some jelly.

Technical characteristics subject to change without notice.

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