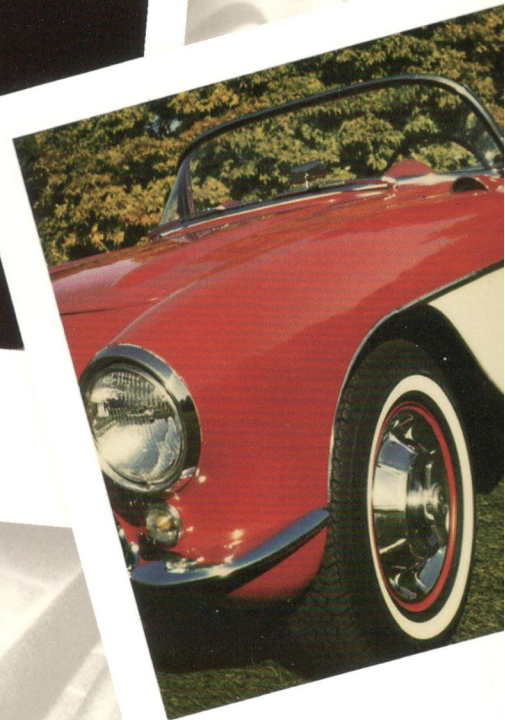
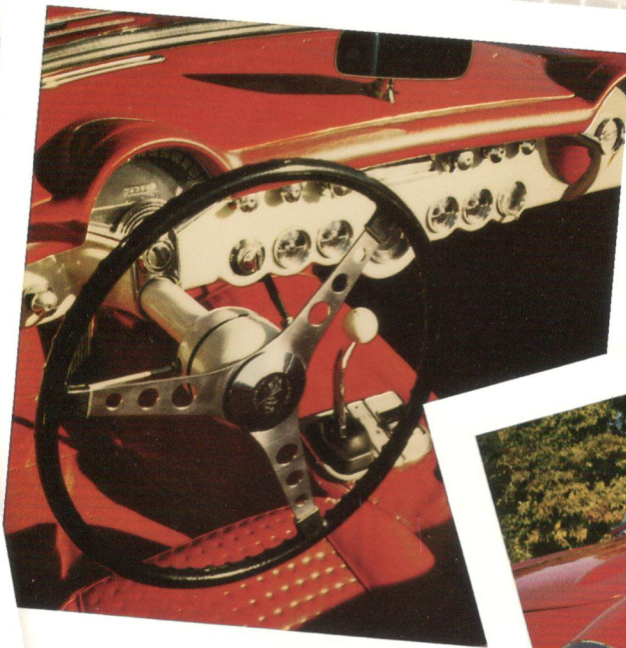




Classic Performer



*Your customers will get the picture!
And extra sharp ones at that —
once they try the revolutionary Polaroid 690!*

 **Polaroid**

Quality and unrivaled performance.

It's what makes the Classics classic.

*A '64 Mustang
convertible—
Beethoven's Fifth—
A vintage 1962
Chateau Margeaux—*

*All recognized as enduring works
of excellence because of their
quality and performance. Now*

*there's an SLR camera available
from Polaroid destined to fall
into that same category:*

Introducing the Polaroid 690—

*the world's finest single
lens reflex instant camera
designed to meet your
customers' every
photographic need
and desire. One of
the most sophisti-
cated instant
cameras the
world has ever seen,*

*the Polaroid 690 is an elegant
new class of camera that combines
Polaroid's SLR image quality with a
compact, lightweight body. And with
its advanced features and Polaroid's
world-renowned reliability and
high-quality, the Polaroid 690 is
sure to be the camera of choice of
high-volume users of Polaroid film.*



Expand Your Creativity, Instantly

The Polaroid 690 boasts Polaroid quality throughout and includes all the advanced features needed for state-of-the-art professional usage. And the Polaroid 690's 1:1 close-up capability expands your customers' picture-taking potential even further. Add a whole new dimension to instant picture-taking. Document valuables. Get close to nature. From autofocus to a versatile built-in electronic flash, the Polaroid 690's fully automatic operation makes it easy to achieve extra-sharp picture clarity shot after shot. Now capturing those important or creative shots is faster, easier and more reliable than ever before. You truly have to see the results to believe them! And once you do, you won't know how you ever operated without the Polaroid 690!



For a Whole Different Customer

Targeted toward the advanced photographer and business user, the Polaroid 690 also offers tremendous film burn potential from its users. Owning a classic has never been this easy or affordable.

Uses Sharp, Clear 600 HighDefinition Film



The Polaroid 690 uses 600 HighDefinition film for greater sharpness and image clarity — ideal for capturing those unforgettable images and keeping valuable business records. And the pictures develop right before your customers' eyes, so they become part of the moment themselves.

Folds for Easy Carrying

The Polaroid 690 is adapted to an on-the-go lifestyle. Because of its unique folding



capability, the Polaroid 690 is the perfect camera to store in a purse, backpack or compact carrying case.

Advanced Features

Equipped with an autofocus system to provide split-second, automatic focusing, the Polaroid 690 stands alone. A single-lens reflex (SLR) viewing system, precise four-element coated glass lens, advanced autofocus system, automatic variable speed/aperture shutter system and a built-in electronic flash only add to the camera's performance and value. Now you can frame, compose and capture each picture virtually flawlessly.

- ◆ Single-lens reflex (SLR) viewing system allows the user to flawlessly frame and compose each picture
- ◆ Precise four-element f/8, 116mm coated glass lens
- ◆ Autofocus system provides split-second, automatic focusing from as close as 10.4 inches (26 cm) to infinity
- ◆ Automatic variable speed/aperture shutter system (speeds range from 1/180 sec. to 15 sec. or more; apertures from f/8 to f/90)
- ◆ Built-in electronic flash (1/3000 sec.) uses the distance measurement to the subject to correctly position the flash for each picture
- ◆ Camera folds to 1.16 inches
- ◆ Convenient carrying case and close-up lens (1x) attachment can be purchased separately
- ◆ Polaroid 690 SLR camera uses sharp, clear Polaroid 600 HighDefinition film
- ◆ 5-year warranty
- ◆ Camera dimensions and weight: 11.13 x 5.3 x 2.75" (L x W x H); 2.25 lbs.
- ◆ Case dimensions and weight: 18.5 x 12 x 7.4" (L x W x H); 15 lbs.



*Get sharp,
1:1 instant pictures
with the close-up
lens attachment.*

All — New Sales Opportunities!

The Polaroid 690 camera represents a unique opportunity for increased sales and profits:

- ◆ Attract a high-profile customer to your store
- ◆ Create repeat customers for film sales
- ◆ Meet the needs of more advanced instant photographers
- ◆ Offer a high-end instant product to your customers
- ◆ Offer copies and enlargements available from Polaroid Copy Service

Polaroid 690 Instant Camera

PID #: 621878; UPC code: 7410021878

Polaroid 690 Carrying Case

PID #: 622165; UPC code: 7410080725

Polaroid 690 Close-up Lens

PID #: 622166; UPC code: 7410080724

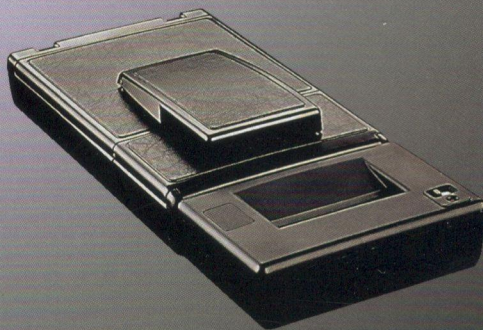
- ◆ *Advanced Autofocus System*
- ◆ *One-to-One Close-Up Lens*
- ◆ *Built-in Electronic Flash*
- ◆ *All-New Sales Opportunities*

NEW!



Polaroid 690

*The
World's
Finest
Single
Lens
Reflex
Instant
Camera*



 **Polaroid** *See what develops.*

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