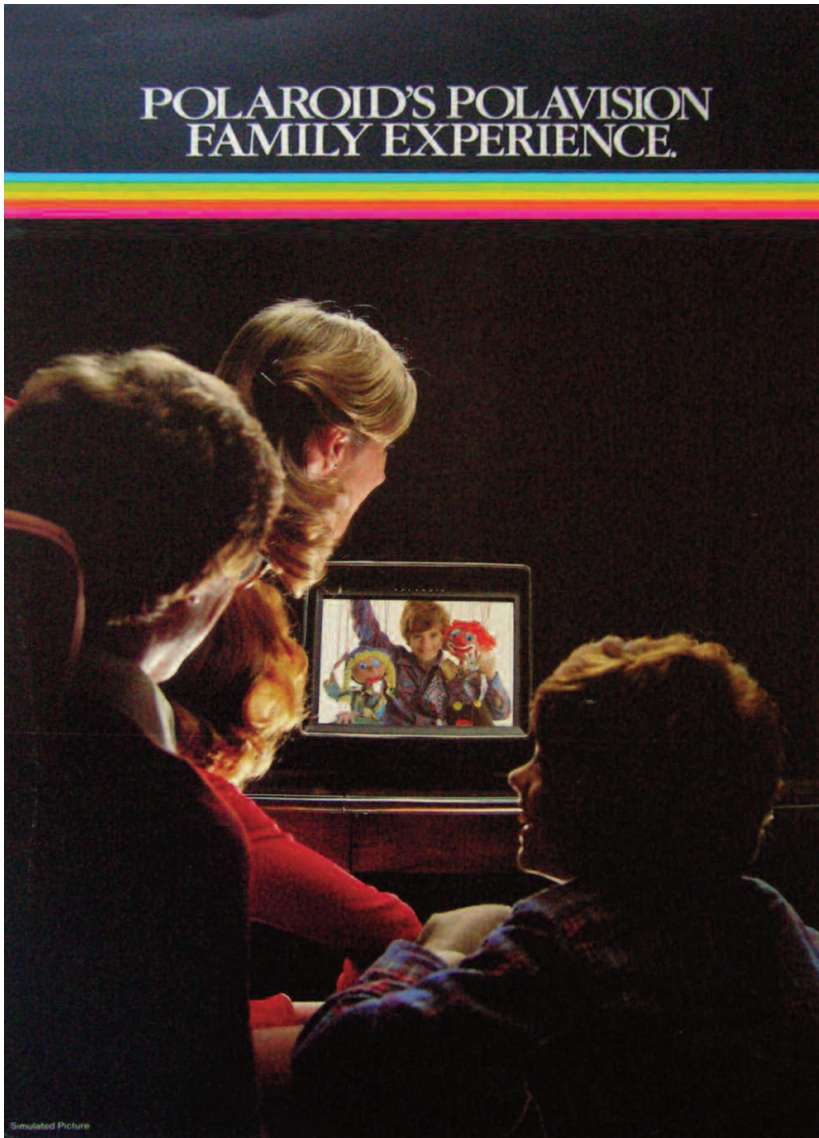


GENERAL PURPOSE PROMOTIONAL BROCHURE



Many designers around Boston had the privilege of doing work for Polaroid in its heyday. My first ever freelance project was done for them, and many followed, thanks to the cordial relations I maintained with them.



IN 90 SECONDS YOU'LL ATTEND A BEAUTIFUL MOVIE OF YOUR FAMILY.

Kids have an uncanny way of growing up too fast. Aunts and uncles can see the growth immediately, after just a few months' absence. But parents normally don't. Unless they take movies.

Because as great as snapshots are, only *motion* pictures can capture the subtle changes in your children as they occur, and preserve them to remember when the children are grown.

And only motion pictures are really true to life. Because unlike still



photographs, movies don't catch that 1/100 of a second when your subject blinked, or had an unfortunate expression on his face. The movie camera is unique in that it gives us the opportunity to capture life. And even to see ourselves as others see us.

The problem is that home movies have always been too much of a big production. Which is probably why you haven't been shooting movies all these years.

We made it easy. So, when Polaroid decided to make movies, we knew it wouldn't be enough to simply make the film develop instantly. We had to do away with the inconvenience and the



complexity. And we had to do away with the big production that motion picture photography has always been. We knew that Polaroid movies had to be different.



Almost fool-proof to shoot. Effortless to see—seconds after you take them, and forever after. And they had to be rich, colorful and lifelike. In short, we knew we had to take all the work out of making movies so you could have all the fun.

Here's how Polavision does it.

Let's start with the camera. A six-year-old can operate it with ease. It tells you when you have enough light, and when you should add our Twi Light for more light. You can zoom in and out at the touch of a finger. And what you see through the viewfinder is what you'll see on the screen. All you do is open the camera, pop in a cassette, set the distance and shoot.

You film for about 2½ minutes. The camera tells you when to start, how you're doing, and when to stop. When you're finished, snap out the cassette (your fingers never touch the film) and drop it into the player.

And if a six-year-old can operate the camera, a three-year-old can operate the player. There's nothing to turn on, nothing to set up. Just drop the cassette in the top. The first time it takes 90 seconds to develop. Every time after that it takes only 8 seconds to come to life. Then it shows your movie. Automatically. When the show's over the cassette rewinds itself, and then pops up like a piece of toast.

The player is compact and portable, so you let it sit, plugged in, on a bookshelf or table instead of packing it away. You can also carry it easily to Grandma's house so she can share in the fun.



This project publicizes their short-live video system, Polavision... which was really fun to do. Working with a knowledgeable art director and using their great choice of professional photography.