

Polaroid 9077

Polaroid Now+ 2nd Generation I-Type Instant Film Camera (Model 9077) Instruction Manual

Your guide to capturing instant memories with advanced creative control.

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1. PRODUCT OVERVIEW

The Polaroid Now+ 2nd Generation I-Type Instant Film Camera is an advanced analog instant camera designed for creative photography. It connects via Bluetooth to the Polaroid Mobile App, unlocking a range of creative modes and professional-level controls. This camera is constructed with 40% recycled materials and features a rechargeable internal lithium-ion battery.

Key Features:

- **Bluetooth Connectivity:** Connects to the Polaroid Mobile App for expanded creative control.
- **App-Controlled Modes:** Access Double Exposure, Light Painting, Noise Trigger, Aperture Priority, Manual Mode, and Tripod Mode.
- **Dual Lens Autofocus:** Automatically selects between close-up and standard lenses for optimal focus.
- **Integrated Flash:** Provides accurate lighting for various conditions.
- **Rechargeable Battery:** Internal lithium-ion battery charges via USB-C.
- **Lens Filter Set:** Includes 5 unique lens filters (Starburst, Red Vignette, Orange, Yellow, Blue) for creative effects.
- **Film Compatibility:** Works with both Polaroid i-Type and 600 film.
- **Tripod Mount:** Ready for tripod use for stable shots.



Figure 1: Front view of the Polaroid Now+ 2nd Generation Camera, showing the lens, flash, and shutter button.

2. SETUP GUIDE

2.1 Charging the Camera

Your Polaroid Now+ camera comes with an internal lithium-ion battery. Before first use, ensure the camera is fully charged using the provided USB-C cable.

- Connect the USB-C cable to the camera's charging port (located on the side).
- Plug the other end into a compatible USB power source.
- The battery indicator light will show charging status.

2.2 Loading Film

The Polaroid Now+ is compatible with both i-Type and 600 instant film. Film is sold separately.

1. Open the film door by pressing the button on the left side of the camera.
2. Wait for the film to warm up if it has been stored in a cold environment (e.g., a fridge).
3. Insert the film pack into the camera with the dark slide facing up. Hold the pack by its sides.
4. Close the film door. The dark slide will automatically eject.
5. Remove the dark slide. Do not discard it if you are a collector.

Important: Never put your film through an X-ray machine, as this can pre-expose the film to light. Always ask for a hand-check from security when traveling.

Compatible with Polaroid i-Type and 600 Film.



Our film is available in white, black or special color frame editions.

Figure 2: Illustration showing compatibility with Polaroid i-Type and 600 film packs.

2.3 Connecting to the Polaroid Mobile App

Unlock advanced features by connecting your camera to the Polaroid Mobile App via Bluetooth.

1. Download the Polaroid Mobile App from the App Store (iOS) or Google Play Store (Android).
2. Ensure Bluetooth is enabled on your mobile device.
3. Open the Polaroid App and follow the on-screen instructions to pair your Polaroid Now+ camera.

For more information and to download the app, visit: polaroid.com/nowplus-app

More features than we could fit in the camera.

Manual controls
Aperture priority
Light painting

Portrait mode
Double exposure
Self-timer +more



Figure 3: Screenshots of the Polaroid Mobile App interface, demonstrating various creative modes like Tripod, Portrait, Light Painting, and Manual.

2.4 Attaching Lens Filters

The camera includes a bonus lens filter set with 5 unique attachments (Starburst, Red Vignette, Orange, Yellow, Blue).

- Gently press the desired filter over the camera's lens until it clicks into place.
- For Starburst and Red Vignette filters, align the small notch on the filter with the light meter at the bottom of the lens.

Five lens filters.

Includes:
Starburst
Red vignette
Orange
Yellow
Blue



Figure 4: The included set of five lens filters for the Polaroid Now+ camera.

3. OPERATING INSTRUCTIONS

3.1 Basic Operation

- **Power On/Off:** Press the power button located on the back of the camera.
- **Shutter Button:** Press halfway to lock exposure, speed, aperture, and focus. Press fully to take a picture.
- **Flash Control:** Use the flash button to toggle the flash on or off.



Figure 5: Back view of the Polaroid Now+ camera, highlighting the power button and film counter.

3.2 Using App-Controlled Creative Modes

The Polaroid Mobile App offers enhanced creative control:

- **Double Exposure:** Capture two photos on a single frame for artistic overlays.
- **Light Painting:** Use a light source to 'paint' during a long exposure.
- **Noise Trigger:** Trigger the shutter with sound.
- **Aperture Priority:** Manually set the aperture for depth of field control.
- **Manual Mode:** Full control over aperture, shutter speed, and flash power.
- **Tripod Mode:** Allows for longer exposures in low-light conditions, ideal for use with a tripod.

Video 1: Official Polaroid tutorial on connecting to the app and exploring creative modes like Double Exposure, Light Painting, and Tripod Mode.

Video 2: Polaroid 101: The Basics - A comprehensive guide to the fundamental operations of your Polaroid camera, including power, shutter, film loading, and film care.

4. MAINTENANCE

4.1 Film Care

- **Storage:** Store film in a cool, dry, dark, flat place. Ideally, keep sealed film packs in a fridge.
- **Temperature:** If shooting in cold conditions (below 55°F/13°C), keep the developing photo warm (e.g., in a pocket) to prevent greenish tints.
- **X-ray Machines:** Never expose film to X-ray machines. Request a hand-check at airport security.

- **Chemicals:** Film contains chemicals. Always follow safety guidelines and do not ingest.

4.2 Camera Cleaning

- **Rollers:** Keep the film rollers clean to ensure proper film development. Refer to the app or Polaroid support for detailed cleaning instructions.
- **Lens:** Gently wipe the lens with a microfiber cloth to remove dust or smudges.

5. TROUBLESHOOTING

- **Camera Not Powering On:** Ensure the battery is fully charged. Connect the camera to a USB-C power source.
- **Film Not Ejecting:** Check if the film pack is correctly inserted and if there is film remaining (check the film counter).
- **Poor Photo Quality:**
 - Ensure adequate lighting. Use the flash in low-light conditions.
 - Check film expiration date.
 - Keep developing photos warm in cold environments.
 - Clean the film rollers.
 - Experiment with app-controlled modes like Aperture Priority or Manual Mode for better exposure control.
- **App Connectivity Issues:** Ensure Bluetooth is enabled on your device and the camera is powered on. Try restarting both the app and the camera.

6. SPECIFICATIONS

Feature	Detail
Product Dimensions	5.9 x 4.4 x 3.7 inches
Item Weight	1.72 pounds (0.78 Kilograms)
Item Model Number	9077
Batteries	1 LR44 batteries required (included) - <i>Note: This refers to the internal rechargeable battery.</i>
Manufacturer	Polaroid
Special Feature	Built-In Flash, Timer
Film Format Type	Instant (i-Type & 600 film compatible)
Minimum Shutter Speed	1/200 Seconds
Included Components	Camera Body Only (Neck strap and USB charging cable included, as per product description)

7. WARRANTY & SUPPORT

For any questions, technical assistance, or warranty information regarding your Polaroid Now+ 2nd Generation camera, please contact Polaroid customer support directly.

You can find contact details and additional resources on the official Polaroid website: polaroid.com