

# POLAROID 340

## 1969-1971



Serial n.BE462191

### Characteristics and functions

The Polaroid brand is linked to a revolutionary chemical process experimented in 1929 by Dr. Edwin Land who used a support that already contained within it the chemical reagents necessary for the development of the image. In 1947 the first Polaroid camera was born, through which photographs could be obtained in a few seconds after the shot. Due to its ease of use, the Polaroid system was a huge success, even if the print quality never reached the level of traditional photo printing. The prints had the defect of suffering a lot of aging and exposure to light so that, in some cases, after a few years of normal conservation, the images were faded and strongly turned towards the blue. Despite everything, the dominant color characteristics and the vignetting caused by the poor quality of plastic lenses made Polaroid machines a formidable tool for artistic expression.

The Polaroid 340 Automatic, like the others of this series with folding bellows (Folding), is a classic among the many models produced by the American company.

It is, in fact, a retro-inspired camera but, thanks to its folding mechanism allowed compact size and portability unthinkable for other models of instant camera. With the "340" you get images of 9.5cm x 7.3cm (2 "and  $\frac{7}{8}$  in. x 3" and  $\frac{3}{4}$  in.) On 10.8cm x 8.6cm paper. (3  $\frac{1}{4}$  x 4  $\frac{1}{4}$  in.).

The "340" is a technically complete machine: exposure meter, adjustable focus, rangefinder and built-in timer for precise image development.

Many accessories were available that made it a truly advanced system. Other accessories included a dedicated flash (Model 268), which could be mounted in a few moments and connected to the sync socket on the lens plate along the left side. The lens is not plastic like the other Polaroid cameras, but a real "triplet" (three elements in optical glass).

Weight 36.085oz. with shoulder strap and front cover, without batteries and photo cartridge.

Length 7.68in. Height 5.79in. Depth 6.42in., in work position.

Length 7.87in. Height 4.92in. Depth 2.9in., with appliance closed.

## Technical Specifications

Film type:	107 (B/W) – 108 (Color)
Shutter:	Electronic - Aperture-priority automatic exposure only
Meter:	CdS Exposure meter with possibility of manual adjustment*
Diaphragm:	f / 8.8, f / 12.5, f / 17.5, f / 25, f / 35 and f / 42
Times:	From 10sec. to 1/200sec
Lens:	114mm f/8.8 3-elements (glass)
Synchronisation:	Has PC socket for flash; flashgun is clipped to the top of the camera.
Focusing:	Unit focus; focus is controlled by pushing on either side of a sliding arm located near the base of the bellows struts.
Characteristics:	Separate window view/rangefinder assembly. Viewfinder has projected frame-lines and automatic parallax compensation. Settings for film speeds of 75, 150, 300, and 3000 ASA. *Exposure compensation dial with range of -1/+2 stops ("Lighten/Darken" control).
Accessories:	Nylon carrying strap. Built-in mechanical development timer

