Polaroid
Now+

User Manual

Polaroid
Now+

Create more with Polaroid Now+:
the connected analog instant camera that
gives you even more creative tools. Get to
know every side of your camera, learn how
to take your first photo, and find the solutions
you need when you need them.

Index

Film Counter Display

The film counter display provides a lot of information about your camera: from how many photos are left to battery level.

Display	This means:
Unlit	→ Camera is off
-	→ Darkslide is inside
0	→ No film
0 (blinking)	→ No film
1	→ One photo remaining
1 (blinking)	→ Exposure 1 of Double Exposure
2	→ Two photos remaining
2 (blinking)	→ Exposure 2 of Double Exposure
3	→ Three photos remaining
4	→ Four photos remaining
5	→ Five photos remaining

Display	This means:
6	→ Six photos remaining
7	→ Seven photos remaining
8	→ Eight photos remaining
d o o r	→ Film door is open
▯	→ Eject film animation
▯	→ Brighter +½EV
▯	→ Neutral
▯	→ Darker −½EV
c	→ Subject too close
F	→ Subject too far
b (blinking 5×)	→ Battery too low for camera to turn on

Camera

A	Shutter Button	**F**	Film Door Button	**K**	USB Charging Port & Battery Level Indicator
B	Lens	**G**	Flash & EV Button	**L**	+Button Mode Indicator
C	Flash	**H**	ON | OFF Button	**M**	+Button
D	Viewfinder	**I**	Film Counter Display	**N**	Light Meter
E	Photo Eject Slot	**J**	Neck Strap Loop	**O**	Tripod Mount

Filters

P	Starburst	**R**	Orange	**T**	Yellow
Q	Red Vignette	**S**	Blue		

Getting started

1. Open the box and check you have the following items:

01   Polaroid Now+ camera
02   Micro USB charging cable
03   Quick Start Guide
04   Lens filter kit (5 filters + 1 lens cover)
05   Neck strap
06   Safety & Compliance booklet

2. Charge the camera.
For safe transportation, the Polaroid Now+ won't be fully charged when you receive it. To charge it, plug the micro USB end of the charging cable into the side of the camera, and the USB-A side into a USB wall charger (5V/1A). We don't recommend charging via a laptop.

The battery level indicator LED will blink while the camera is plugged in and charging. This LED will turn off once the camera is fully charged. A full charge through a wall socket takes about 2 hours. A fully charged Polaroid Now+ will have enough power to shoot 15 packs of film, depending on usage. Remember to turn off the camera when you're not using it to save battery life.

3. Attach the neck strap.

01
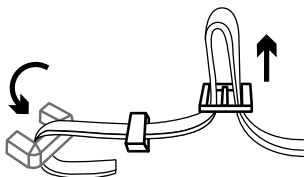
02
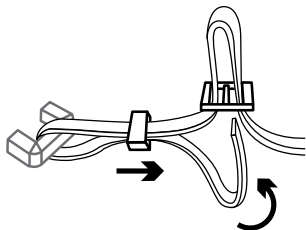
03
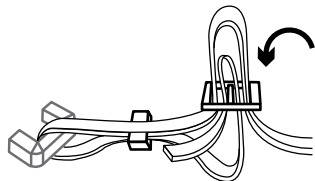
04
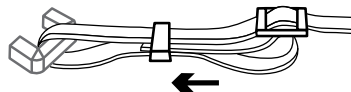
4. Shop instant film.
This camera uses Polaroid i-Type and 600 instant film. You can shop it here.

How to take your first photo

1. Turn on the Polaroid Now+ camera.
Press the ON | OFF button until the film counter display lights up. This display will show how many photos are left. It should be at '0' because there is no film in the camera.

2. Insert the film pack.
Press the film door button and pull the door open. Hold the film with the darkslide facing up. Slide the thin end of the cassette in first with the tab facing towards you. Push the cassette all the way into the camera until it clicks. Leave the pull tab on, as you will need that later to remove the empty film pack.

Close the film door until it clicks. The darkslide covered by the film shield will eject. Do not pull on the film shield. Remove the darkslide and allow the film shield to roll back in. This retractable shield is designed to protect photos from light as they develop, so don't remove it. If the darkslide has not ejected, remove the film and reinsert it.

To ensure the camera displays the correct number of photos, always finish the film before inserting a fresh pack. If you decide to switch the film pack anyway, be aware that this will expose all the photos to light, and they will be unusable.

You're now ready to take your first photo.

3. Aim the camera at your subject.
Make sure you are at least 45cm (1.47ft) away from your subject.

The Polaroid Now+ uses a viewfinder located on the left side of the lens barrel. To aim at your subject, align your eye with the viewfinder barrel and use the image you see to help compose your shot. Be aware that your photo will not reflect exactly what you see through the viewfinder. For subjects closer than 1.2m (5.24ft), adjust your aim slightly up and to the left.

It's possible to focus on your subject, and then recompose your frame. To do this, half-press the shutter button to lock focus and exposure. Adjust your composition, and then fully press the shutter button to take the photo. Be careful not to cover the flash or the photo eject slot with your fingers.

4. Press the shutter button.
The photo will eject from the slot at the front of the camera. You will see that the photo will be covered with a film shield to protect it from light. Please don't pull on the film shield.

5. Remove the photo.
Leave your photo under the film shield for about 5 seconds. Gently lift the film shield so it rolls back into the camera. Remove the photo and place it face down to continue shielding it from light as it develops. And no matter what that song says, don't shake the photo! Check the back of the film packaging for the correct developing times.

6. Turn the camera off.
Press the ON | OFF button to turn off the Polaroid Now+.

Connecting to the app

With the Polaroid Now+, you can unlock extra creative tools inside the Polaroid app. Download the Polaroid Originals app to your mobile phone from the Apple App Store or Google Play store. Switch on Bluetooth® wireless technology. Open the app and tap 'Now+' from the menu. A permission message will pop up. Tap 'OK' to confirm. The +Button on the camera will turn blue to indicate that it's now connected to your phone. The connection is made through the app, so there's no need to pair the camera with your phone. This means the Polaroid Now+ camera will not appear in your phone's list of Bluetooth® devices.

The Polaroid Now+ camera is always ready to connect to the mobile app. Check the connection status with the +Button.

   →   Camera is searching for the mobile app.

   →   Camera is connected to the mobile app.

   →   Camera is not connected to the mobile app but is searching for it.

Adding a lens filter

Add stars, contrast, or color to your photography with the lens filter kit. To add a colored filter, press it over the lens. For the starburst and red vignette filters, turn the filter until the small notch aligns with the light meter at the bottom of the lens. The filter will then click into place.
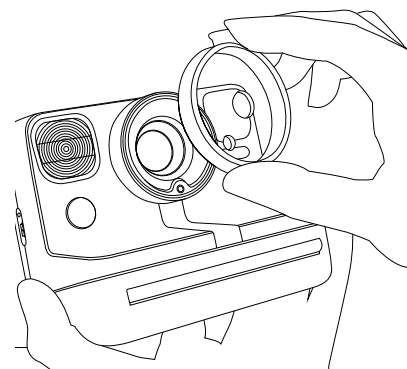
Special Features

The Polaroid Now+ camera also has some creative tools you can access outside of the app.

Self-timer

Get everyone in the photo with the Polaroid Now+ self-timer. Press the +Button and the +Button mode indicator (the LED below the viewfinder on the front of the camera) will turn orange. Once you have framed your photo, press the shutter button. The orange LED will blink to indicate the self-timer countdown. You have 9 seconds before the photo is taken. If you change your mind, you can cancel the self-timer by pressing the shutter button before the end of the countdown or simply turning off the camera.

Double Exposure

Combine two exposures in the one photo with double exposure. Double tap the +Button to start. The +Button mode indicator will turn green. The film counter display will blink '1'. You can now take your first exposure. It will then blink '2' as a signal to take your second exposure.

Custom Shortcut

A custom shortcut makes creating easier. Choose your favorite mode from the app and send it direct to your Polaroid Now+ camera to use whenever you like – without needing to connect your phone. To set a shortcut, go to your favorite mode within the app and press the +Button at the top of the screen. Now this mode is saved in your camera. To activate it, long press the +Button on the camera. The +Button mode indicator will turn red to show that the shortcut is now active. To deactivate it, press the +Button again.

+Button Mode Indicator

To check which creative mode you're in, turn to the +Button mode indicator. It sits just below the viewfinder.

○○●○ → **Self-timer.** Press +Button once to activate. Press once to deactivate.

○○○● → **Double exposure.** Double press +Button to activate. Press once to deactivate.

○○●○ → **Custom shortcut.** Long press +Button to activate. Press once to deactivate.

Using the flash

In any situation where you're not shooting in bright, direct sunlight, we recommend using the flash to get the best Polaroid photos. That's why the flash will trigger by default every time you press the shutter button. The flash button is the small lightning bolt next to the ON | OFF button.

⚡ → **Flash ready.**
Flash is always on, unless you disable it.
If disabled, press to turn on.
Flash off.
Press for <1 second to deactivate for the next shot. Double press to deactivate unless camera is turned off.

⚡ → **Flash charging**

Setting exposure value (EV)

The flash button also allows you to adjust the exposure value of the Polaroid Now+. Hold the flash button down to enter EV mode on the film counter display. Press it again to toggle between brighter (+1/2 EV), neutral, or darker (-1/2 EV). Leave it for 7 seconds. The selected bar will blink to show the EV value has been saved.

Tips to take great photos

Light is your best friend when it comes to analog instant photography, so we recommend to almost always use the flash. The Polaroid Now+ flash reaches 2m (6.56ft), so if your subject is further, your flash photo may turn out too dark.

If you're outdoors and your subject is beyond the flash range, we recommend keeping the flash off. This will prevent the camera from adjusting its aperture, resulting in an underexposed photo.

If it's a sunny day outdoors, let the sun be your light source. Position yourself so the sun is behind you, face your subject side-on to avoid a shadow, turn the flash off, and keep the camera as steady as possible.

Charging

Above the micro USB slot sits the battery level indicator LED. To check the battery level, turn the camera on, and match the LED with the table below.

Battery Level Indicator LED		This means:
○	→	Camera is off
●	→	Battery full
●	→	Battery half full
●	→	Battery empty

If you want to get a more detailed battery reading, hold down the +Button while turning on the camera. The film counter display will show the battery level as a number, which correlates with a %. Once the +Button is released the display reverts to the film count.

Display	This means:
Unlit	Powered off
0	N/A
1	Battery flat
2	20% charged
3	30% charged
4	40% charged
5	50% charged
6	60% charged
7	70% charged
8	80% charged
9	Fully charged

To charge the camera, plug the micro USB end of the charging cable into the side of the camera, and the USB-A side into a USB wall charger (5V/1A). We don't recommend charging via a laptop. A full charge through a wall socket usually takes about 2 hours. The battery level indicator LED tells you how much charge is remaining.

Battery Level Indicator LED		This means:
○	→	Camera is fully charged
●	→	Charging, battery almost full
●	→	Charging, battery is half full
●	→	Charging, battery is low

Cleaning

When you take a Polaroid photograph, the photo is pushed through two metal rollers. This is where the developer paste is spread between the negative and positive components of the photograph. If these rollers are dirty, the chemistry will not spread evenly, and can cause small marks on your developed photo.

When your camera has no film, turn it off and open the film door. Look for these two metal rollers near the film eject slot. Position a soft, damp cloth over the rollers. Rotate the rollers by turning the black plastic gear. Wipe the cloth across the rollers as they move. Be careful that the cloth doesn't cause a jam.

Make sure the rollers are dry before you use your camera again. We recommend checking the rollers between every pack of film, and to clean them every 2-3 packs.

To clean the lens, use a microfiber cloth. This will avoid scratches and material particles that may impact the quality of your photos.

Troubleshooting

1. My Polaroid Now+ won't eject my photo or darkslide.
Make sure the camera is charged. The battery level indicator LED will blink red if it doesn't have enough charge to operate. If this is the case, recharge your camera then try again. Still having trouble? Check how many photos you have left. If the film counter display shows '0', this means that there is no film left.

2. The flash doesn't fire when I take a photo.
The Polaroid Now+ has a default flash, so it switches on as soon as you turn on the camera. If it's not firing, press the flash button for <1 second until you see flash button light turns on.

3. My photo turned out too dark.
There are a few potential solutions for this.
·If you're using the flash, make sure you don't accidentally cover it with your fingers.
·If you're shooting outside, avoid directing the camera towards the sun. Excessive light may cause the camera to overcompensate when exposing the photo, making it too dark.
·If you're taking photos inside, remember that the Polaroid Now+ has a flash limit of 2m (6.56ft). If your subject is beyond that, your photo may also turn out too dark.
·If you don't want to use the flash, find another light source.
·If you're half-pressing the shutter button to play with your composition, remember that half-pressing also locks exposure, not just focus. So the camera will base exposure on the first light reading.

4. My photo turned out blurry or fuzzy.

Make sure you are at least 45cm (1.47ft) away from your subject. When shooting, hold the camera steady (especially in low light conditions), use a strong light source to illuminate your subject, and keep your fingers away from the camera's sensors, which are positioned under the flash.

5. The film counter display shows the wrong number.
The display resets to '8' each time a new film pack is inserted. If a partially used film pack is inserted, the camera will display '8' and count down as each photo is taken. When you next insert a full film pack, the counter will correctly show '8' remaining photos.

6. I took the first shot of a double exposure photo, but I changed my mind.
Switch off your camera, and then press and hold down the shutter button. Switch on the camera again and the film count will display '-'. Continue to hold the shutter button for over 10 seconds until the film is ejected.

7. I've opened the film door by accident. Now what?
These things happen. Polaroid cameras and film packs are designed to prevent light leaks when the film door is opened. But if the film was exposed to direct, bright light there's a risk your photos may be damaged. Take a photo to remove it from the pack. Take another to see if the rest of your film is in good condition. If not, insert a new film pack.

8. My camera is behaving strangely. What do I do?
It sounds like it may need a reset. To reset your camera, open the film door and then hold the ON|OFF button for >8 seconds.

Can't find what you're looking for? Browse our frequently asked questions.

Customer Support

We're here to help. Get in touch using the details below.

USA/Canada
usa@polaroid.com
+1 212 219 3254

Europe/Rest of World
service@polaroid.com
00 800 577 01500

Polaroid Film B.V.
P.O. Box 242
7500 AE Enschede
The Netherlands

For more detailed and up-to-date information, visit polaroid.com/help.

Warranty

You can find the warranty for the Polaroid Now+ here: polaroid.com/warranty

Technical Specifications

General
Dimensions
150.16 mm (L) × 112.2 mm (W) × 95.48 mm (H)

Weight
457g (without film pack)

Operating Temperature
40–108°F / 4–38°C, 5–90% relative humidity

Compatible Film
Polaroid 600 and i-Type film

Battery
High performance lithium-ion battery, 750mAh, 3.7V nominal voltage, 2.775Wh

Materials
Outer shells
Polycarbonate + ABS plastics

Lens
Polycarbonate resin

Optical System
Lens
2 zones (Close-Up & Standard) auto switching hyperfocal optical system (0.4m-1.3m@Zone 1 Close-Up, 1.0m-∞ @Zone 2 Standard)

Focal length
Standard Lens: 102.35 mm (40mm/35 equivalent)
Close-up Lens: 94.96 mm (35mm/35 equivalent)

Field of view
41° vertical, 40° horizontal

Shutter speed
1/200 - 1sec. (Preset)
1/200 - 30 sec. and Bulb mode (App Mode)

Aperture
F11- F64

Flash System
Auto-Adjust Output Vacuum discharge tube strobe system

Safety Information

Caution
- Risk of electric shock
- Do not open/disassemble the motorized roller system
- Do not disassemble the device. Incorrect reassembly can cause electrical shock if the device is used again.
- Do not immerse the device in water or other fluids.
- Do not operate the device in a high humidity environment or very dusty environments.
- Do not attempt to tamper with, adjust or remove the battery and/or the electronics located below the rollers behind the device's film door.
- Do not attempt to remove the door itself as it is connected electronically to the body of the device. Doing so is unsafe, will likely damage your device, and will void your warranty.
- Do not insert metal objects into the device.
- Do not insert any objects into the rollers or gears.
- Keep small children and infants away from device to avoid them being injured by the device's moving parts.
- Do not use or store the device near any heat source or any type of equipment that generates heat, including stereo amplifiers.
- Do not use the device near flammable or explosive gases.
- Do not charge the device if you notice any unusual odors, noise or smoke.
- Do not attempt to disassemble the film's battery or modify it in any way (if using 600-type film). If battery fluid gets in your eyes, immediately rinse your eyes with fresh, cold running water and seek medical attention immediately.
- Do not cover the flash.

Battery & Charger
- This device uses a custom lithium-ion battery that is non-removable and mounted inside the camera body. No other type of battery can be used. Battery replacement can only be done by authorized service centers. The battery will provide many years of service if properly used.
- Power consumption varies depending on the environment the device is used in and how the device has been stored. Used immediately after full charge, the battery will power the processing of up to 15 film packs.
- Once the battery energy level falls below a certain level, the device will no longer process film. The LED will blink and signal when it needs to be recharged. This is to avoid a photo getting stuck as it is being processed through the roller system.
- The rechargeable battery is not fully charged at the time of purchase. Charge the battery fully with the USB charging cable (provided). This usually takes 1-2 hours (can vary depending on usage).

- The supplied battery charging cable has been tested to work with the Apple iPhone power adaptors. While it can be used in other USB ports e.g. computer, USB power adaptors, TVs, cars etc., correct operation cannot be guaranteed.
- When the device is no longer in use, please recycle it properly.

Usage Environment
- To protect the high-precision technology contained in this device, never leave the camera in the following environments for extended periods of time: high temperature (+42°C/108°F), high humidity, places with extreme changes in temperature (hot and cold), direct sunlight, sandy or dusty environments such as beaches, damp places, or places with strong vibrations.
- Do not drop the device or subject it to severe shocks or vibrations.
- Do not push, pull or press on the lens.

Compliance

Important directions for using Lithium–Ion Batteries:
1. Do not throw into fire.
2. Do not short circuit.
3. Do not disassemble.
4. Do not continue to use when damaged.
5. Dispose correctly after use.
6. Keep away from water.
7. Do not charge when the temperature is below freezing.

EU Declaration of Conformity
Hereby, Polaroid Film B.V. declares that the Polaroid Now+ analog instant camera is in compliance with the essential requirements of the Electromagnetic Compatibility Directive (2014/30/EU), Low Voltage Directive (2014/35/EU) and RoHs Directive (2011/65/EU) and other relevant provisions, when used for its intended purpose.

FCC Compliance Statement
Contains FCC ID: A8TBM70ABCDEFGH
This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.
Caution the user is cautioned that changes or modifications not expressly approved by
the party responsible for compliance could void the user's authority to operate the equipment. This equipment must not be co-located or operated in conjunction with any other antenna or transmitter.
Note his equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC rules. These limits are designed to provide reasonable

protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:
- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.
This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment. End user must follow the specific operating instructions for satisfying RF exposure compliance.

Industry Canada (IC)
Contains ID: 12246A-BM70BLES1F2
CAN ICES-003(B)/NMB-003(B)
This device complies with part 15 of the FCC Rule and Industry Canada license–exempt RSS standard(s). Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

Radio Frequency (RF) Exposure Information
The radiated output power of the Wireless Device is below the Industry Canada (IC) radio frequency exposure limits. The Wireless Device should be used in such a manner such that the potential for human contact during normal operation is minimized.
This device has also been evaluated and shown compliant with the IC RF Exposure limits under portable exposure conditions. (antennas are less than 20 cm of a person's body).

The symbol means that according to local laws and regulations your product should be disposed of separately from household waste. When this product reaches its end of life, take it to a collection point designated by local authorities. Some collection points accept products for free. The separate collection and recycling of your product at the time of disposal will help conserve natural resources and ensure that it is recycled in a manner that protects human health and the environment

R-C-IBV-NowPlus   D3E426 RoHS

End of life disposal warning: when the product has come to the end of life, dispose of it in accordance with local regulations. This product is subject to the Directive 2012/19/EU on waste electrical and electronic equipment (WEEE) and should not be disposed as unsorted municipal waste.