

Less is more...



With less wasted film you save more money – the **NEW Type 80** format.



From fashion to



The new **Type 80** instant films for professional photographers are ideal for medium format photography. Available in the following emulsions:

Polapan 84

- ISO 100 black and white, medium contrast
- Speed matched to the most popular emulsions
- Ideal for assessing image exposure over a wide range of applications
- Same emulsion as Polapan 664 (Type 100 film format)

Polapan 85 P/N

- Black and white negatives and an ISO 80 print
- For final art the negative can be spotted, tinted, toned, and even solarised with minimal effort
- When proofing, you can backlight the print to see shadow details
- Same emulsion as Polapan 665 P/N (Type 100 film format)

Polapan 87

- ISO 3000 black and white film when high speed is required
- Image color marginally warm of neutral
- Ideal for medical and scientific applications
- Same emulsion as Polapan 667 (Type 100 film format)

PolaColor 88 ER

- ER emulsions deliver a subtle color rendition
- Ideal for proofing 'natural color' lab-processed film
- Colors so beautiful the prints can be used for final art
- Use for emulsion lift and image transfer
- Same emulsion as PolaColor 669 ER (Type 100 film format)



fine art...

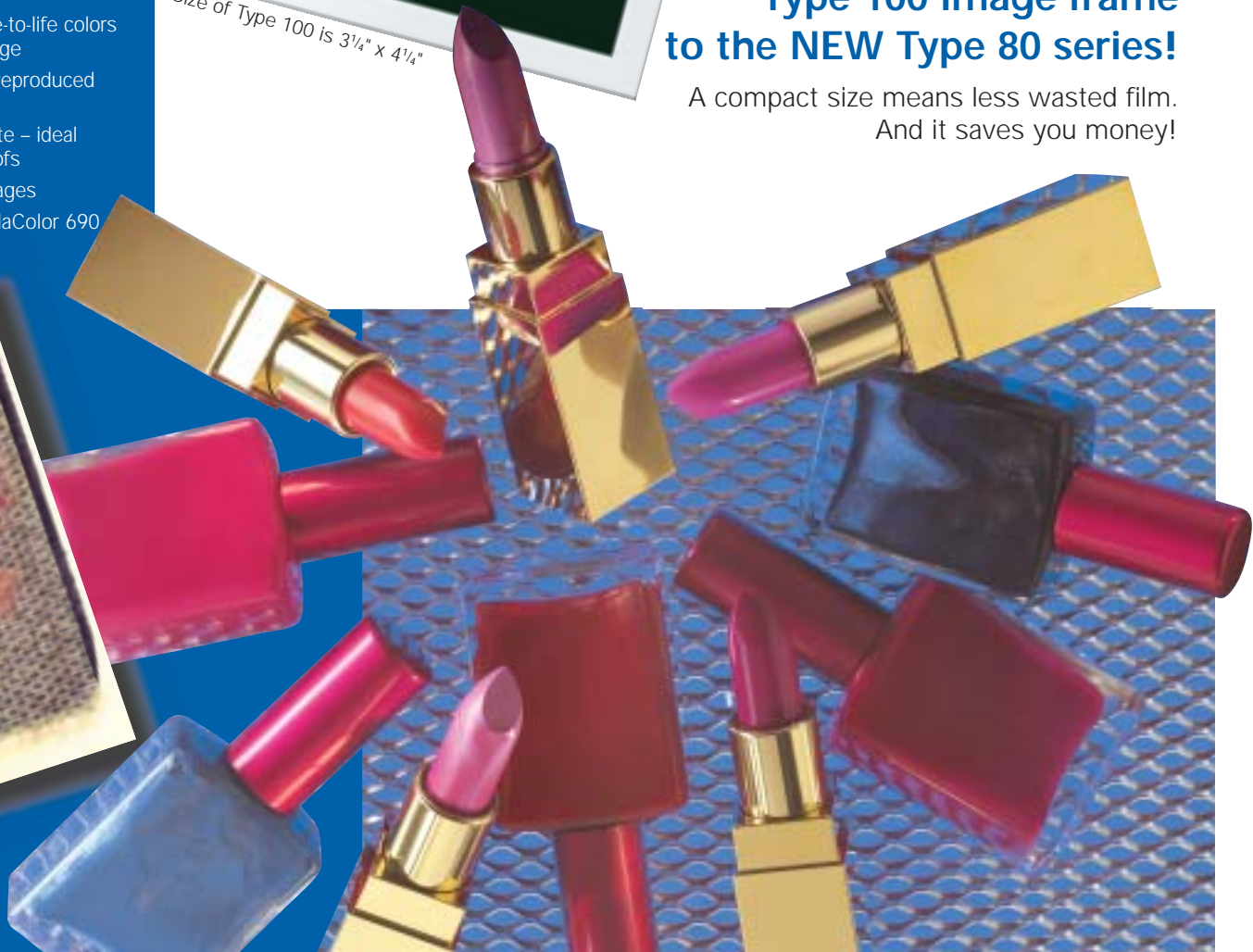


PolaColor 89

- ISO 100 Color
- The most intense, true-to-life colors of our professional range
- Pastels and shadows reproduced in greater detail
- Consistent and accurate – ideal for client approval proofs
- Perfect for final art images
- Same emulsion as PolaColor 690 (Type 100 film format)

Compare the
Type 100 image frame
to the **NEW Type 80 series!**

A compact size means less wasted film.
And it saves you money!



...**Type 80** has got it covered!

Three easy ways to begin using Type 80 instant film now!

- 1** Buy a new Type 80 back from your local NPC dealer
Contact your local NPC dealer or NPC direct:

Newton Plastics Corporation
1238 Chestnut Street
Newton Upper Falls, MA 02164
Tel: (617) 969 3487
Website: www.npcphoto.com



OR

- 2** Convert your existing Type 100 camera back to accept Type 80 and Type 100 instant film formats

Your existing Type 100 back can be upgraded to fit both the Type 100 and new Type 80 Series film. Simply send it to NPC.

Contact:

Newton Plastics Corporation
1238 Chestnut Street
Newton Upper Falls, MA 02164
Tel: (617) 969 3487
Website: www.npcphoto.com



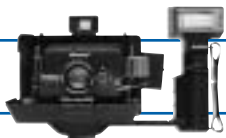
OR

- 3** Purchase a Holga camera from your local Polaroid distributor

The world's first multi-format toy camera with both conventional (120/200) and instant format capabilities. Just slip the Polaroid back onto the camera and use Polaroid 84, 85, 87, 88, and 89 for fun and fine artwork.

Contact:

For more details call your nearest Polaroid dealer. You'll find contact details on www.polaroid.com



Don't forget! The Polaroid ProPack can also shoot the new Type 80 film.

To request further information about these or other Polaroid products please call **800 662 8337 Ext.P118** or visit our website: www.polaroid.com/prophoto

Polaroid Corporation, Waltham, MA 02451, USA. Tel 800 662 8337 Ext.P118.

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