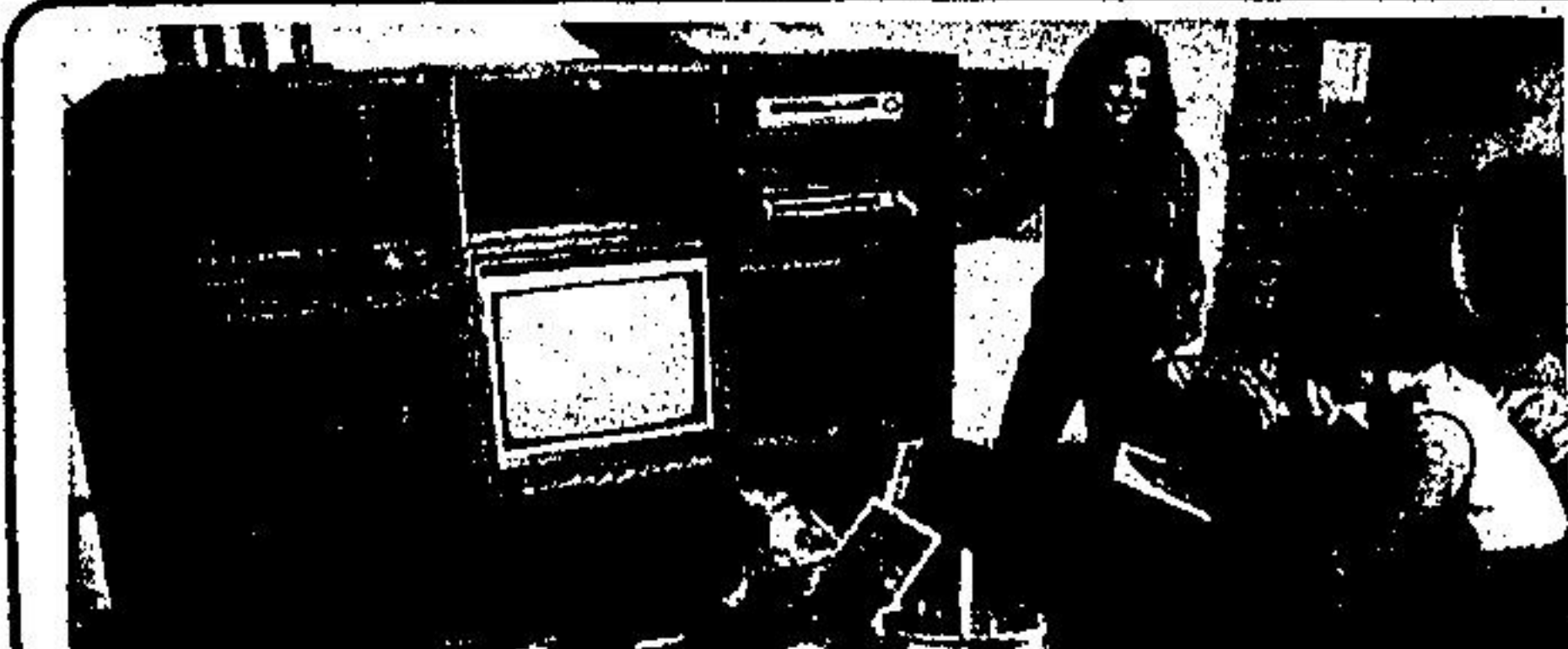


Audio-visuals are here to stay!

Sights and sounds emerging from new electronic devices attract everyone's attention. On a typical weekend afternoon at a local shopping mall, tired shoppers are magnetically drawn towards the arcade where choice video games entice their play. Clothing stores welcome people by playing pop music of a particular age group on stereophonic speakers. A huge-screen projection television set up at one end of the mall encourages a crowd to gather and catch a glance of their favorite sports show. At the other end of the mall, parents and children discover the educational and fun uses of a personal computer.

From the limited shopping mall sampling you could easily determine that audio/video materials and electronics are here to stay. Imagine, just 50 years ago, television was still in the developmental stages! Today's selection of electronic equipment runs the gamut from home entertainment to business, education and convenience.



So you're a photography expert

Here's a quiz from Polaroid to test your knowledge

So you think you know all about instant photography? Test your savvy by taking the following quiz.

- After you take an instant picture, you must:
 - Blow on it;
 - Wave it in the air;
 - Enjoy it.
- The problem with Polaroid picture-taking is:
 - You can't take close-ups;
 - You can't take pictures outdoors;
 - You can't take pictures indoors;
 - Everyone wants to get into the act.

- The name of the new Polaroid camera that's "full of fun" is:
 - Amore;
 - Amigo;
 - Steve.

4. True or false: It's important to check your instant camera's batteries after every six months of use.

5. True or false: If you take a Polaroid picture you're not happy with (say Heather blinks or you chop everyone's head off), you're stuck with it.

6. Polaroid recently introduced new film to be used with the Sun cameras. It has the highest ASA rating of any instant film available. What is the ASA rating of this film?

- 100;
- 600;
- 300.

7. Name the funny couple that stars in Polaroid's television commercials.

- Harold and Maude;
- Prince Charles and Lady Di;
- Mariette and James.

8. True or false: Instant pictures are great for parties, but for serious photography, forget it — professionals just don't take them.

9. You've just taken a terrific instant picture — one you're really proud of. You want to share it. What are your options?

- Have extra prints made for special friends;
- Have an enlargement made and frame it;
- Both of the above;
- None of the above.

10. What is the name of the cuddly crew that appears on Polaroid commercials?

- The Muppets;
- Herman's Hermits;
- The Brady Bunch;
- The Wild Bunch.

ANSWERS:
1. c. You don't have to blow on it or wave it, but

you can if you want to. You can even put in on your head and whistle "Dixie" — the picture will still develop.

2. d. With Polaroid's new Sun 650 and Amigo cameras, you can get as close as two feet and get great pictures.

3. b. Amigo? Si. (We gave you this one!)

4. False, if you're using a Polaroid instant camera. Polaroid builds a fresh battery into each pack of film. (That saves you money.)

5. False; everybody makes mistakes. So, if you accumulate 10 Polaroid pictures that

don't make you smile, take advantage of Polaroid's Free Smile Insurance. Send them the pictures and they'll send you a fresh pack of film.

6. b. 600 ASA, the "fastest" instant film available. Fast film means sharp pictures.

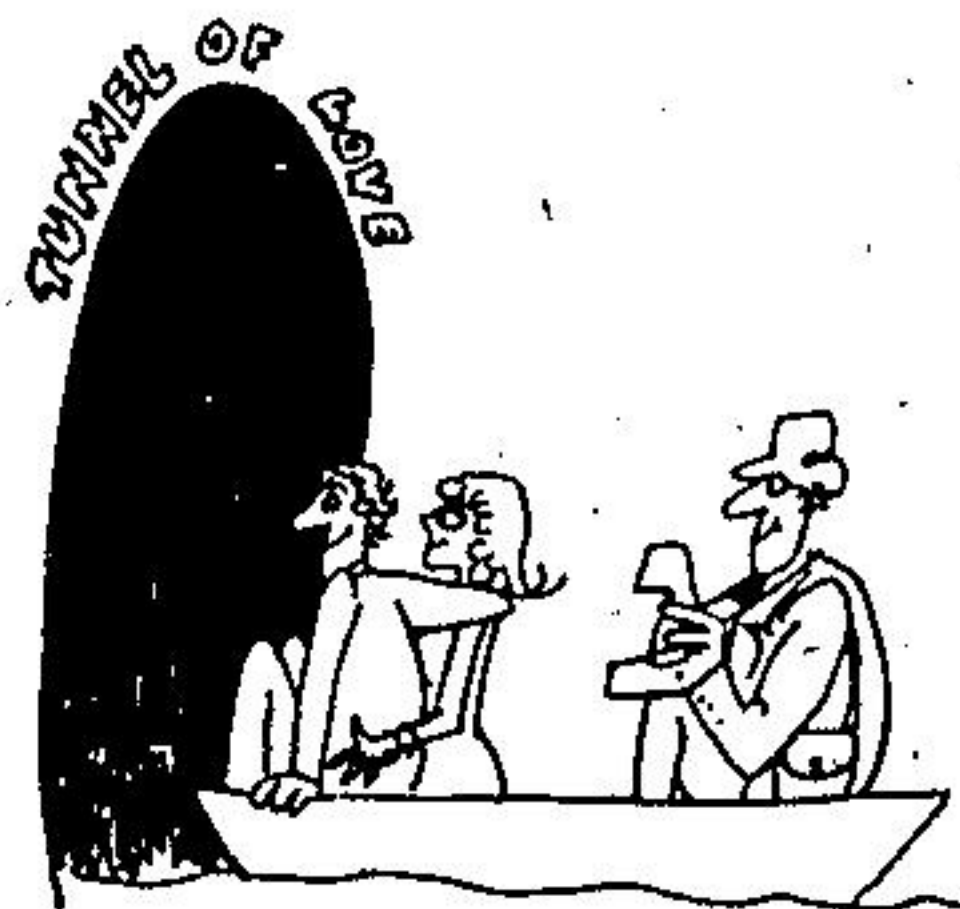
7. c. Mariette Hartley and James Garner play the bantering twosome. They are not husband and wife in real life, however.

8. False. A number of photographers, including Ansel Adams, have taken — and exhibited — instant photo-

graphs. Many professionals also use instant cameras as a backup for their 35mm cameras, to help set up artistic shots and to make friends during foreign travel.

9. c. Both of the above. Polaroid's Copy Service (625 South Douglas Street, El Segundo, CA 90245) will make extra prints or enlargements of your classic shots, or both. Your local camera store has photo albums that will accommodate instant pictures.

10. a. The Muppets. The Brady Bunch wasn't funny enough.



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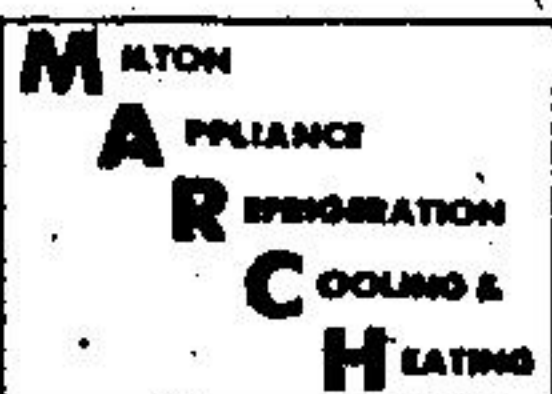
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