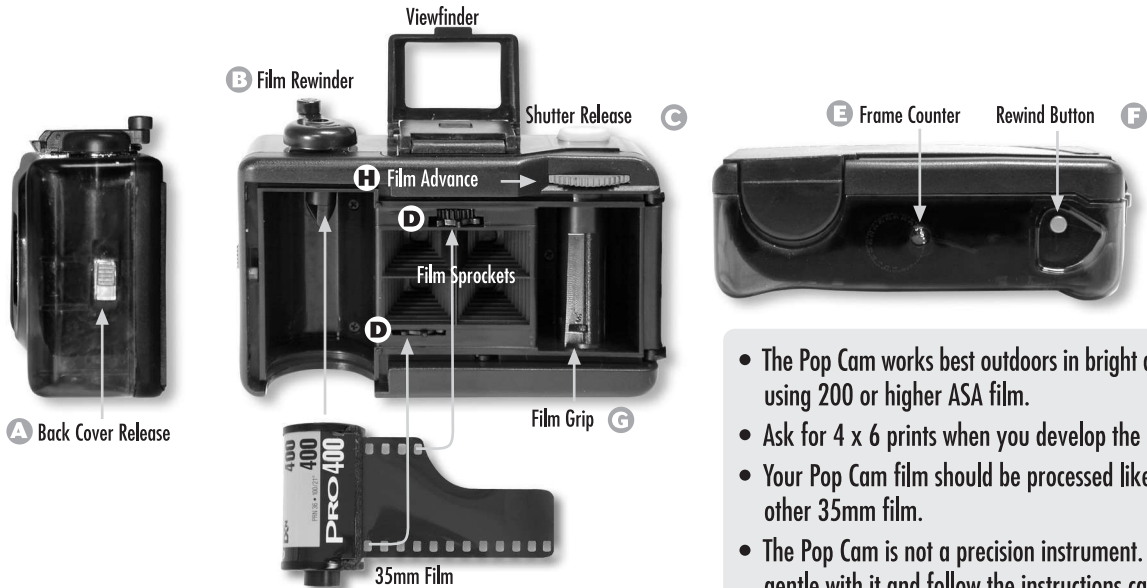


The POP CAM™

Taking pictures with the Pop Cam is about trial and error, imagination and experimentation. Forget everything you've been taught about "good" photography, this is fun photography, this is art photography. The camera is no longer an objective observer, it's an active participant and a window into the world through your eyes.

Take pictures of things in action, of people in motion. And if your subject isn't moving, try moving the camera while you take the picture. This will create effects and blurs that could produce a spectacular Pop Cam picture. Use the viewfinder as a vague guide, but don't be confined by it. Excessive setup spoils the spontaneity, so shoot from the hip. And if your subject isn't centered in the frame, so be it, that's the nature of the Pop Cam photo philosophy.



- The Pop Cam works best outdoors in bright daylight using 200 or higher ASA film.
- Ask for 4 x 6 prints when you develop the film.
- Your Pop Cam film should be processed like any other 35mm film.
- The Pop Cam is not a precision instrument. Be gentle with it and follow the instructions carefully.

Loading Film & Taking Pictures:

1. Push down the Back Cover Release (A) and open the back cover.
2. Insert the film and pull it into Film Grip slot (G), making sure that the cogs of the Film Sprockets (D) match up with the holes along the film.
3. Pull the film tight by winding the Film Advance (H) a few turns.
4. Close the back and wind the Film Advance (H) until it stops.
5. When you're ready to take a picture, press the Shutter Release (C).
6. Wind the Film Advance (H) until it stops.
7. You're ready to go again!

Unloading Film:

1. When the Frame Counter (E) indicates you have taken the last picture, PRESS AND HOLD the Rewind Button (F) while you turn the Film Rewinder (B) clockwise. Be very careful with this step and don't force anything.
2. Continue to rewind until you feel the film slip back into the cartridge.
3. Press down the Back Cover Release (A) and remove your film.
4. Drop your 35mm film off for processing.

Note:

Follow instructions carefully to ensure your Pop Cam continues to take great photos.