

# *Polaroid camera*



*Edwin Lend (1909 — 1991), world famous and probably the most prolific inventor of the XX century. By the time of leaving on pension in 1982 it held 537 patents of the USA for the inventions patented and in other countries. In the history of invention only Thomas Edison managed to receive bigger number of patents. Lend's most known inventions belong to area of devices and the technologies based on the phenomenon of polarization of light. This phenomenon was mentioned in scientific literature since 1812, but Lend was the pioneer of his technological realization*



*The history Polaroid's originates in far 1909. Namely on May 7, 1909 in a family of the Odessa emigrants Edwin Herbert Land, future inventor of that camera capable to do instant photos pictures was born.*



*In 1937 by means of the attracted investments Lend founds own company Polaroid Corporation specializing on optical equipment, in the city of Cambridge, the State of Massachusetts. In spite of the fact that proceeding from the name, many readers thought that the founded company was engaged at once in release of cameras of Polaroid, they very strongly are mistaken. Before release of the first camera of Polaroid remained as early as long 10 years.*



*After war on the eve of new 1946, Edwin Lend, having brought together all staff of the company, shows them the small video in which two angels photograph each other and from the camera right there is a picture. The shown roller became demonstration of the first camera of Polaroid with technology of single-stage photographic process of SX-70 code-named.*



The first commercial snapshot camera by the company of instant shooting by Polaroid, the *Polaroid Land 95* appears the little later in one of the Boston department stores. The device price at that time made \$90 that to present measures there correspond \$500, the cost of one print was about \$1. Despite the high price, the first party of cameras was bought up in one day, and by 1949 of Polaroid was sold on 9 million dollars.

That it subsequently reached our action in the majority the of 600 and 636 models of imperishable Polaroid.

And here, being gradually transformed from technological vanguard to an anachronism, the company lost the positions in the market and in 2001 was declared by the bankrupt and offered for sale

