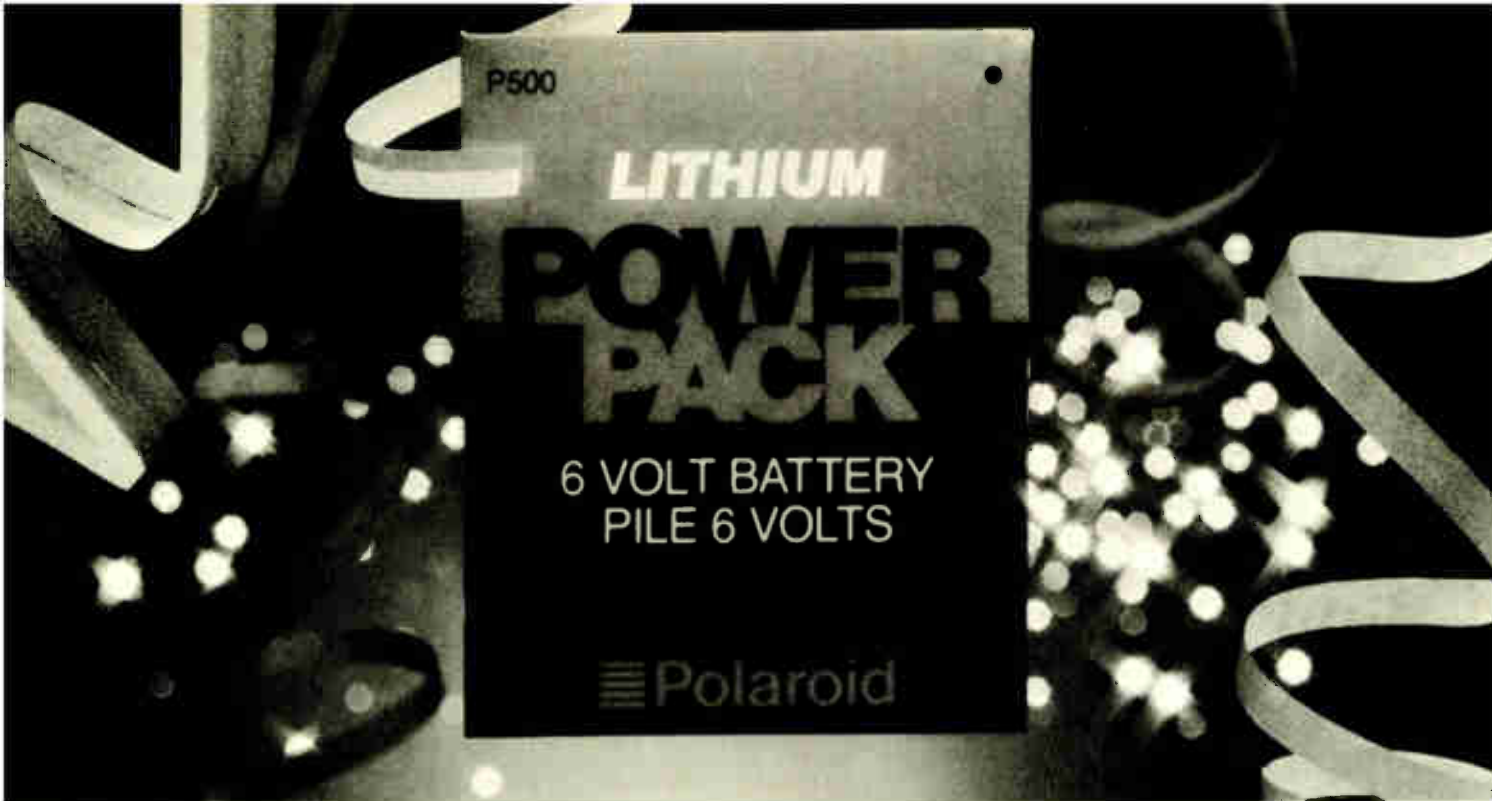




IT'S HERE. THE LITHIUM BATTERY YOU'VE BEEN WAITING FOR.

For years, designers and engineers have been waiting for someone to design a 6-Volt lithium battery that saves space, provides long service life, is easily and safely installed, and yet is still affordable.

The wait is over. Polaroid has done it. Introducing the Polaroid P500 Lithium Power Pack.

Low weight; high power.

The wait has paid off in an extremely light, playing card-size (3.73" x 3.04" x .18" thick) battery.

The P500 is big for its size, though. In fact, it's the highest-energy 6-Volt lithium battery available for consumer replacement use.

New design possibilities; new profit opportunities.

Like the Polapulse P100, the P500

Lithium Power Pack's small size and light weight enable you to design products that are smaller, lighter, and more compact.

And that means you can lower your costs for molding, packaging, and shipping your products... an opportunity that doesn't come often.

Safe to use; convenient for your customers.

The P500 Lithium Power Pack, like the Polapulse P100, with both contacts on the back of the battery and "card-in-slot" replacement, eliminates the possibility of polarity reversal. The P500 is also hermetically sealed to prevent leakage. And it has an anticipated shelf life of at least 5 years under normal use.

All this and less.

For all their power, compactness, flexi-

bility, and safety, Polaroid's battery products are also affordably priced.

So whatever you produce can be more profitable, more powerful, and more compact when you design in the P500 Lithium Power Pack or Polapulse P100.

With that in mind, what are you waiting for? Call Polaroid at (617) 577-4228 for more information. To receive our Designer's Kit send a check or money order for \$22.50, plus applicable sales and local taxes, to the Polaroid Corporation, Commercial Battery Division, Dept. E3, 784 Memorial Drive, Cambridge, MA 02139. Each kit contains 2 Polapulse P100 batteries, 2 P500 Power Packs and 1 molded battery holder.

THINK OF THE POSSIBILITIES.

POLAROID BATTERY DIVISION

