

EXAKTA OWNER

A NEWSHEET FOR NEW, ESTABLISHED AND FUTURE OWNERS.

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We're Here!

Remember your Exakta dealer offers you the advice and service that only experience and personal attention can provide!

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 ☆ More than just a reflex - ☆
 ☆ Exakta is a system! Turn ☆
 ☆ over and see what we mean! ☆
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NEW! Exa 1a & 11b

The latest Exa 1a and Exa 11b now introduced! See back page for full details!



'DELAYED' ACTION!

Jumping from an aeroplane and falling towards 'terra firma' without opening the parachute is not everyone's idea of fun. Yet, deliberately delaying the moment when the 'rip cord' is pulled to

open the 'chute, is looked upon as an exhilarating sport. Rudolf Schmilck, from Germany, an exponent of 'free fall' as it is called, decided that some very interesting pictures could be taken

whilst rocketing towards earth. Not of the ground, but of himself! With his Exakta mounted on a special bracket strapped to his arm and using a Flektogon 20 mm. f4 very wide-angle lens, Rudolf was able to take the pictures we show here. We are sure you will agree that they are very unusual!

This is how I shall hold the Exakta Varex 11b during the free fall! The arm straps securing the camera are clearly seen.

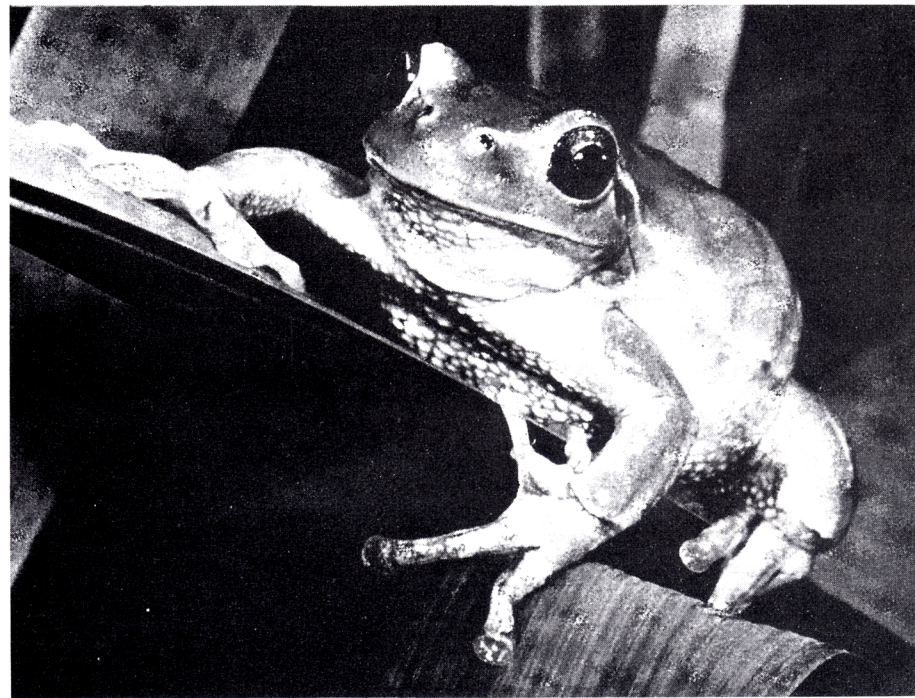
ALL THE WAY WITH EXAKTA !

Any moment now! Rudolf and Exakta Varex 11b in flight.

On the way down! The ground is several thousand feet below.

'Chute open! Yet another unusual shot taken with the camera during the actual descent.





FIRST - and still FIRST!

Mr. Toad, of Wind in the Willows fame, may well have been spell-bound and sat for hours in an ecstatic trance after a glimpse of an Exakta 11b. There is little doubt that his fervour would have reached new heights when he realised the full scope of the Exakta System. But unlike Toad, whose interests were only temporary, the Exakta Owner, once an owner, is usually an owner for life! The Exakta Varex 11b is in many ways unique. It was the first small format single lens reflex camera to be made - every Exakta produced today is backed by over twenty five years of continuous development!

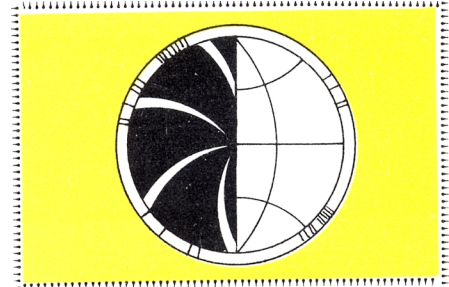
With the versatile focal plane shutter, 12 seconds - 1/1000th of a second, Fresnel focusing screen and split-image rangefinder, a large range of lenses and 'tailored' accessories available, you can readily see that the Exakta is completely happy whether taking pictures of motor racing, the circus, children, sailing sports or landscapes as well as more specialised subjects. Photomicrography, close-ups and macrophotography, all are possible with the Exakta or Exa range!

There is enormous pleasure in taking any kind of picture with an Exakta. Don't take our word for it! Ask any Exakta Owner!

Use a miniature bellows attachment and the standard lens to take a 'Toad' picture. Easily carried and quickly adjusted, the miniature bellows attachment is recommended for hand-held close-ups although, of course, it is best used on a tripod. It can also be fitted to the Ihagee copying stand.



The neat Miniature Bellows Attachment (£10. 19. 6.)



EXAKTA SPHERE

It is our intention to publish in this column some specially interesting or unusual stories of Exakta equipment, which is in use not only in this country but all over the world.

We are therefore inviting you, our readers, to send in short stories of not more than 100 words, and if possible accompanied by a photograph. If we publish your picture and story we are prepared to pay a fee of three guineas. We would also like to know the equipment used to take the photograph and any other technical data which may be of interest.



All contributions should be addressed to: Mrs. M. Ray, Photomarketing Limited, Kingsbury House, Blackburn Road, London. N. W. 6.

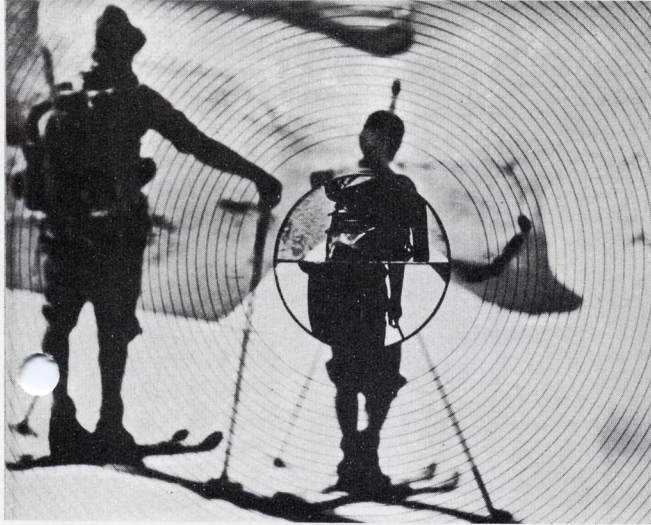


YOUR FRIENDLY EXAKTA DEALER IS ALWAYS AT YOUR SERVICE.



Sharp Shooter

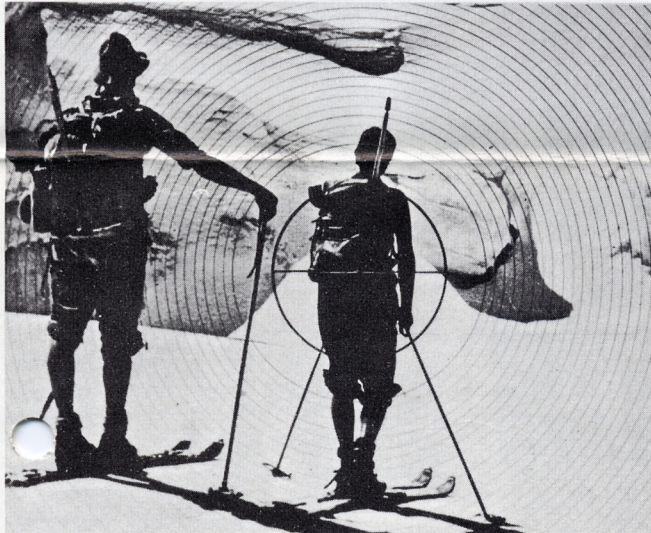
HOW ITS DONE



Seeing the actual picture on the screen is the advantage you have when using a Reflex camera. But even this is improved by the addition of the distance meter (Rangefinder). The principle advantages of Rangefinder focusing, are speed in operation and super sharpness.

When you look in the view-finder and the picture is not spot on focus it quickly and accurately by aligning the displaced half-images.

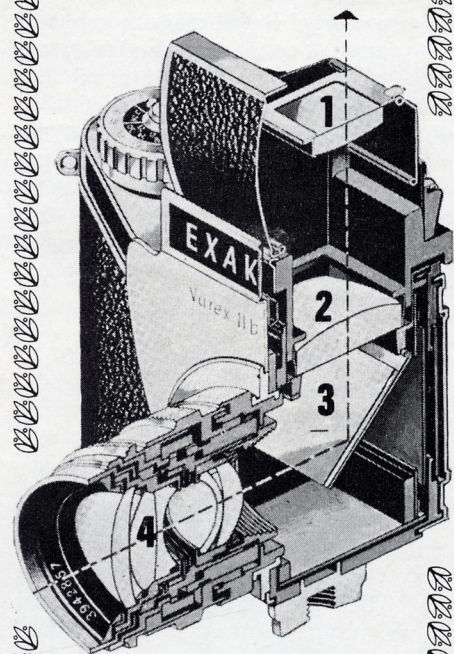
The top illustration is out of focus the split 'half' images are displaced and the rest of the picture is diffused. A rapid movement of the focusing ring to align the split 'half' images as in the lower illustration, and the picture is spot on - ready to shoot!



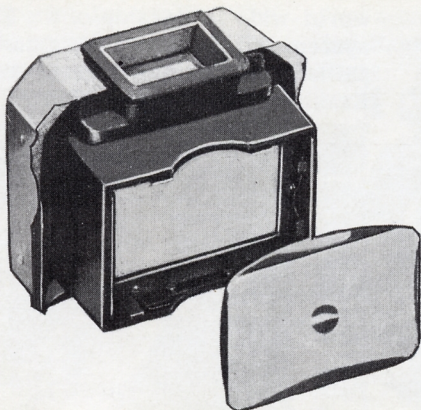
Among the many advantages of the Exakta Varex 11b are its interchangeable view - finder systems. The waist-level Finder Hood can be detached and replaced by the Pentaprism (see illustration on this page). The magnifier (1) in the Finder Hood gives 6 x magnification. Or, without magnifier it provides a brilliant reflex image easily viewed with both eyes.

The magnifier screen (2) is interchangeable with any of the twenty one different screens available.

The mirror (3) gives the 'through-the-lens-view' and flips up during exposure. Interchangeable camera lens (4) with Exakta bayonet fitting.



Sectional drawing of an Exakta Varex 11b with the Finder Hood.



The Pentaprism showing the interchangeable magnifier screen fitted with the Split-Image Distance Meter, which is also available with the Fresnel Screen. Any Ihagee screen can be easily fitted and there are twenty-one different screens for special uses.

Highly Developed

Highly developed but not over-elaborated: that's the Exakta Varex 11b. Despite its fantastically wide field of operation it remains delightfully simple to operate; its ease of handling will be a welcome surprise to inexperienced beginners and the most exacting expert alike.

With a single glance into the reflex viewfinder and the minimum of control settings, you can be certain of obtaining a photograph with the sharpest possible definition, optimum depth of field and superb pictorial quality. Right from your very first trial exposures you will see the superiority of the Exakta method: your pictures will be better composed and give you far more pleasure than ever before. No matter what type of photography you do with your Exakta Varex, you can always be absolutely certain that the final picture will be as seen in the viewfinder, since both are produced by one and the same lens.

This invaluable quality will of course be all-important for taking close-up pictures and photomicrographs, when using special lenses and other accessories there will be no need to use other focusing aids - since the picture can always be framed and focussed accurately on the reflex screen. Simplicity and economy: these are the two cornerstones on which the world-wide leadership of the Exakta system is based. The constant painstaking development of the Exakta system is your guarantee that your Exakta Varex camera and all its accessories will remain proof against obsolescence throughout the years to come.

A wide range of lenses by Carl Zeiss of Jena and Meyer Optik of Gorlitz from 20 mm. to 1000 mm. are available.

Left: The Exakta Varex 11b with the Pentaprism fitted.

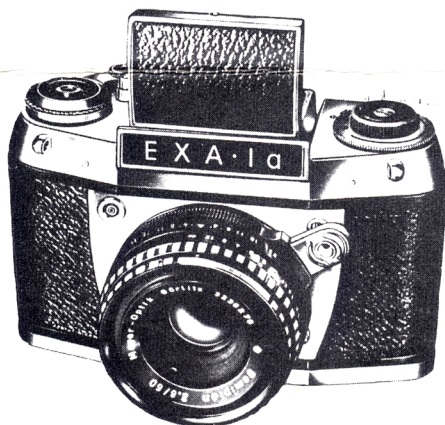


Touch of Gold!

The three cameras Exa 1a, Exa 11b and Exakta Varex 11b are designed to perform tasks of increasing complexity, but all of them belong to the same "system", using the same lenses and sharing all the most important accessories. That is why any of these models makes the ideal second camera for use in conjunction with either of the others; in this way it is possible to graduate from a relatively simple photographic outfit to a most comprehensive one with the minimum capital outlay. The Exa 11b camera was awarded a gold medal for outstanding design at the September 1964 Leipzig Fair.

New Exa 11b is now fitted with instant return mirror and incorporates a visible film advance. The big advantage of the instant return mirror is that the scene is kept continuously in view before and after pressing the shutter release, much simpler to follow the moving subject! The popular Exa 1a has now a lever film wind - quick action pictures at all times!

The Exa 1a and Exa 11b are single lens reflex cameras with versatile specifications at remarkably low cost.



The Exa 1a with waist level finder hood in position.

