

What You See
You Photograph!

17 JULY 1935

Jhagee



Exakta

The Camera for all Time!

DOLLOND & AITCHISON, LTD.

Consulting Ophthalmic Opticians,

281, Oxford Street,

LONDON, W.1.



Exakta

is the name chosen for this new high grade Precision Camera. Its special advantage is that it is a Focal Plane Reflex Roll Film Camera showing on the screen the actual picture that will be taken, hence its name EXAKTA.

Parallax

Cameras fitted with the reflex finder and lens in separate units show the fault of a parallax caused by the difference of the two optical axes, and even in the latest models of this type of camera it cannot be overcome. The illustration

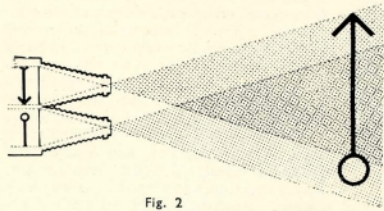


Fig. 2

2 shows this "parallax" and clearly demonstrates that the view seen in the finder is not the same as appears on the film. The reflex picture shown by the EXAKTA is faultless in this respect, as it is produced by its own camera lens (Illustration 3), "sees with its own eye" and therefore it sees correctly.

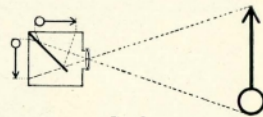


Fig. 3

Size of Picture

The disadvantage of very small pictures, such as 3×4 cm., is well known. The human eye does not readily accommodate itself to viewing small pictures full of detail, and soon tires and causes eye strain. Thus with pictures smaller than 4×6.5 cm., enlargement is necessary, but negatives



must be of good quality to permit of this, as any lack of sharpness in the original negative is only intensified in the subsequent enlargement. Therefore the world standard for the small sized picture has been chosen as 4×6.5 cm. and this gives a very good picture without enlarging it, but of course enlargements can be made if desired.

Limiting the Subject



The picture, which is already relatively large (4×6.5 cm.), still gains by the reflex adjustment, as it has the great advantage of focussing the real subject of the picture on the ground glass as large as possible, omitting all unnecessary adjuncts.

Standard V.P. Spool

The large number of pictures which has to be made from one spool of smallest picture cameras mars the sequence



of exposures, as weeks may pass before the film is fully used, and the interest of the moment has passed. The EXAKTA takes the standard V.P. Film. Eight full-sized pictures on each spool and reloading only takes a few seconds.

Appearance & Design



First of all the great beauty of shape of the EXAKTA will strike the eye. The elegant design of a trapezoid was chosen for the EXAKTA, not only from an æsthetic point of view but because it was best suited to the design of the camera. In spite of its Mirror Reflex Focal Plane shutter, and large aperture lenses, this small sized camera does not seem to be any larger than a normal roll film apparatus giving the same size of pictures.

Readiness for Use

The handy shape of the EXAKTA, its small body of new design, and the comfortable shoulder strap, by which it can be hung when walking or rambling, keeps the apparatus always ready for use. A glance into the mirror, a pressure on the release and another picture taken to add to the collection. The EXAKTA is, therefore, the camera for instantaneous exposures and snapshots.

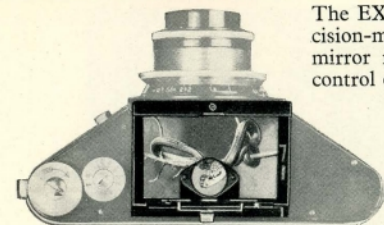
Speed and Rapidity

This age of sport requires shutters working at high speeds. Lenses of apertures of $f3.5$ and $f2.8$ can only be well used in conjunction with a shutter giving rapid instantaneous



exposures. The Focal Plane Shutter of the EXAKTA gives speeds of $1/25$ to $1/1,000$ th second, as well as T. & B., and the shutter can be set to any of these desired speeds for slow moving vehicles, motor cars at speed or aeroplanes soaring in the sky. Whatever the subject, EXAKTA will take it.

Adjustment

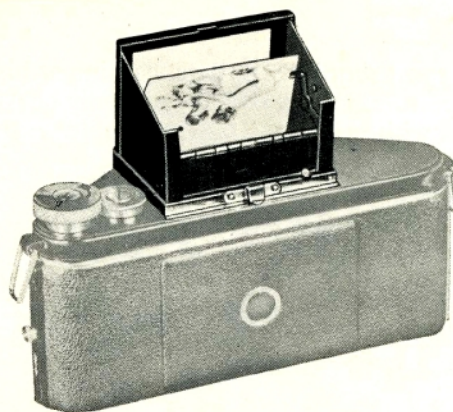


The EXAKTA is a High Grade Precision-made Camera. Its concave mirror reflex permitting of an exact control of the picture in the focussing hood, which is obtained by its own camera lens. Until the moment of exposure the focussing can be changed at will. This is especially important with quickly-moving objects. A precision worm-gear, working with microscopical exactness, makes focussing an easy task when taking difficult subjects, the magnifier fitted in the hood assists for critical focussing.

Sharpness of Picture and Background

Especially with small picture cameras the quality of the picture is of greatest importance. EXAKTA requires no long controlling of measurement in distances, no depth of focus scales for sharpness of backgrounds and no small finders. The Reflex Mirror shows the subject with exact sharpness of picture and background.

View Finders



EXAKTA is supplied with a variety of view finders. By an ingenious device incorporated in the camera the reflex can be used breast high, or at eye level and it is also furnished with a wire frame finder with sight, highly useful and appreciated by Pressmen and expert photographers.

Double Exposures

The hasty taking of a picture of importance often causes a double exposure by mistake. This is impossible when using the EXAKTA, because the ground glass shows whether the film has been wound off, and it is impossible to release the shutter a second time until this has been done.

Night Photography

EXAKTA can be supplied with lenses of large aperture,



thus making it useful for both interior and exterior photography by bright daylight or artificial light.

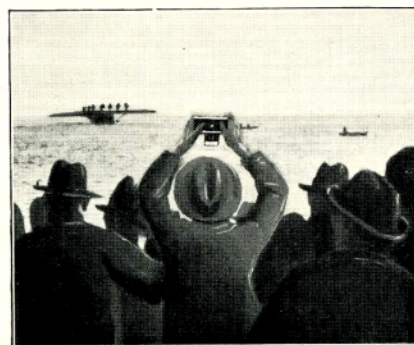
Detective Photos



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EXAKTA is a first-class detective camera. When taking upright pictures it is possible to take the subject at an angle, thus enabling one to photograph without being detected.

Photography for the Pressman



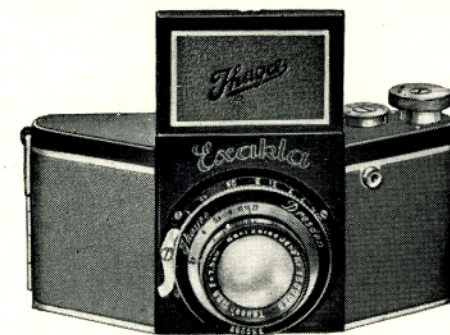
EXAKTA sees more. When in a crowd and having no possibility of approaching the subject for an important shot, one can take the picture over the heads of the people and control shutter from underneath.

Guarantee

Behind the EXAKTA there is the experience of many years of a great works constructing reflex cameras. Ihagee Reflex Cameras enjoy a world-wide reputation for efficiency and satisfy the highest requirements of Amateurs, Pressmen and Photographers of the whole world and are indispensable for scientific and expeditionary work.

Ihagee-EXAKTA No. 8150, for Roll Film 4 × 6.5 cm.

Measurements of Body including Lens Mount 6 × 3 × 2 3/4 ins. Weight 26 ozs.



EQUIPMENT
Body in the form of a trapezoid, made of light metal covered with fine leather—focussing by means of a ground glass both for normal reflex exposures and for exposures at eye level—automatic erection of focussing hood for exact control of focussing—magnifying lens automatically springing into position—eye level view finder with sighter—lens in precision-made helical mount for close focussing up to 3 feet—knob for self-capping shutter, with easily adjusted and immediately readable speeds, for time and instantaneous exposures of 1/25–1/1,000th second

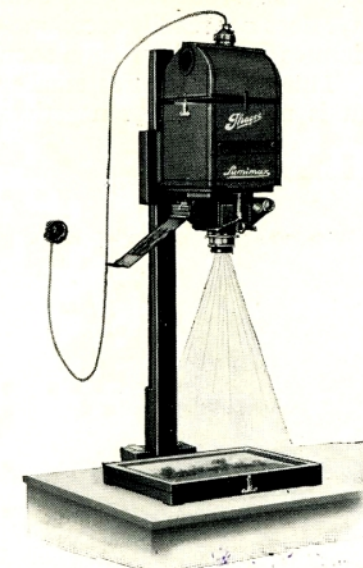
Release by pressure of finger tip or wire release. Bush in baseboard for tripod—leather shoulder strap for hanging, to keep the camera always ready for use.

OPTICAL SPECIFICATION

No		Focal Length	Price		
			£	s.	d.
8150 BR	Ihagee Exakta I : 3.5	7	14	0	0
8150 Q	Tessar I : 3.5	7	18	0	0
8150 E	Tessar I : 2.8	7.5	21	10	0

Including Solid Leather Case.

“Lumimax” Enlarger for Exakta Cameras, Patented



This apparatus is specially constructed for the enlargement of pictures by EXAKTA Cameras. By using the glass masks mentioned below, also photographs of 4 × 3 cm., cinema-normal film, cinema narrow film and other small pictures can be enlarged.

The camera is fixed by means of two clamps to the LUMIMAX and the enlargement can be made to any desired size by raising or lowering the LUMIMAX body. The stand, as Fig. shows, is recommended for the LUMIMAX; it is fastened to the table and provides the vertical position for working. With the LUMIMAX it is unnecessary to cut the film into single pictures for enlargement purposes. The apparatus is furnished with a hinged top for ventilation, therefore the film will not be affected by heat even when remaining a long time in the Enlarger.

“Lumimax” for EXAKTA—No. 5750a with Standing Fitting No. 5302G, as illustrated	£	s.	d.
Copying Apparatus (Fitting, for making contact prints by the “Lumimax” No. 5464	0	15	0
Set of Glass Masks for picture size of 4 × 6.5 cm., 3 × 4 cm., cinema-normal film, cinema narrow film and other small picture sizes	0	6	6

“LUMIMAX” Enlarging Printing Frames

In order to complete the “Lumimax” we recommend the “Lumimax” Enlargement Frames, which open like a book. The inner part is white, so that the negative can be focussed before insertion of the gelatine bromide paper, and the covered margins give a white frame to the picture.

Sizes	8 1/2 × 6 1/2 ins.	12 × 10 ins.	15 × 12 ins.
No.	5545	5546	5547
Prices	13/6	15/-	20/-

Special prospectus for “Lumimax” Enlargers free on application.

