

# EXAKTA *Reflex Camera* *for Small Pictures*



Measure:  
6 x 2 1/2 x 2 ins.  
Weight ca. 26 oz.

## *Four Types:*

### **EXAKTA Model A**

Focal plane shutter, self-capping, instantaneous speeds from 1/25th to 1/1000th sec. can be read at once, time exposures for any length. Interchangeable lenses.

### **EXAKTA Model B**

Represents the most perfect type of Exakta. Instantaneous exposures of highest speeds from 1/25th to 1/1000th sec. as well as short and long time exposures from 1/10th, 1/2 to 12 sec. Delayed action release for exposures from 1/1000th to 6 sec. Interchangeable lenses.

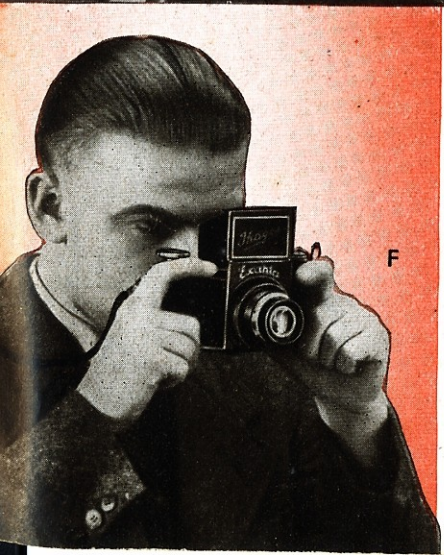
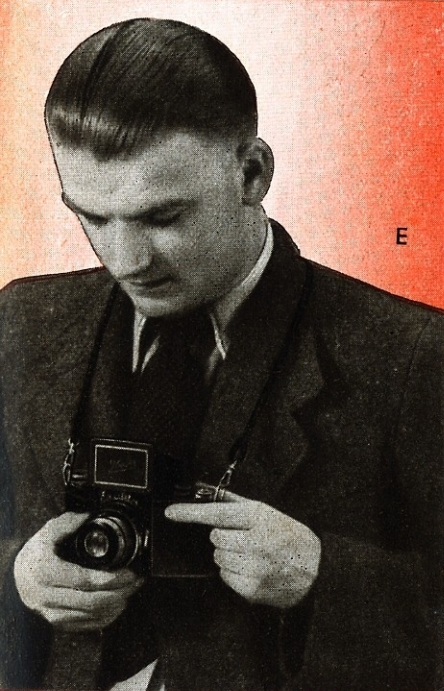
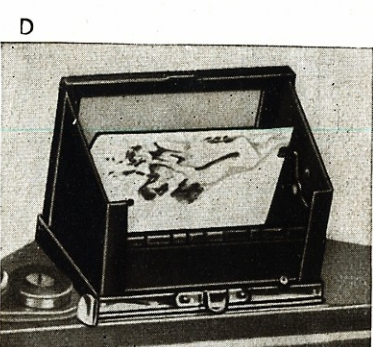
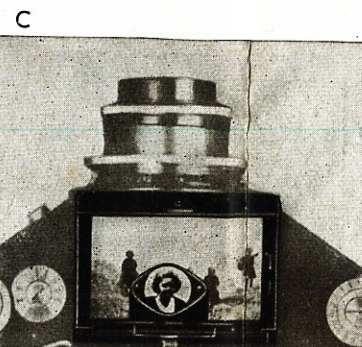
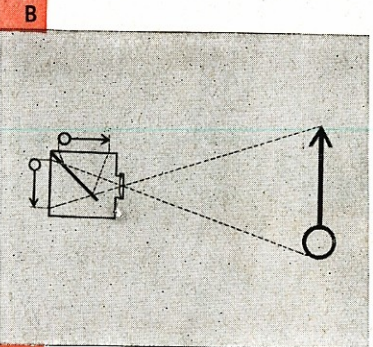
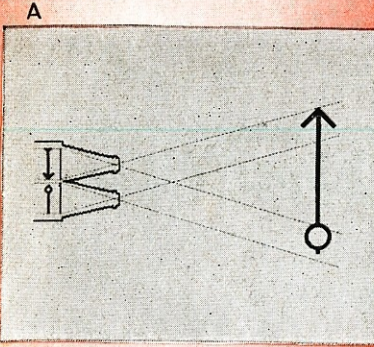
### **Night-EXAKTA**

Equipped with large aperture lenses and thus particularly suited for work at night, in interiors, such as theatres, court-rooms, etc. Interchangeable lens. Available in Models A and B.

### **EXAKTA-Junior**

A low-priced popular model with focussing by means of front lens. Special lenses cannot be used, but additional lenses may be employed. Focal plane shutter, self-capping, speeded for 1/25th to 1/500th sec. and for short and long time exposures.





### Size of Picture

"Exakta" pictures  $2\frac{1}{2} \times 1\frac{1}{8}$  in. ( $4 \times 6\frac{1}{2}$  cm) are quite effective even as prints. It will be easy however, to produce enlargements up to  $12 \times 10$  in. and even larger ones, without reducing the pictorial effect and without resorting to special tricks. Compared with square sizes, the rectangular "Exakta" size affords the great advantage of complying with aesthetic requirements. Possibly 90% of all exposures require by their nature the vertical or horizontal sizes which prevail in the paintings by famous masters.

### Image in View Finder

Whether the picture is focussed sharply or stopped down to obtain greater depth of definition, or whether the view has been chosen correctly, so that subsequent trimming is eliminated and non-essentials have been omitted: the clear image reflected by the mirror being the exact size of the finished picture shows everything prior to exposure. Nothing can be more satisfactory than working with a mirror reflex camera. No tiny image in the finder! No estimating of distances, no time-consuming checking of distance meters and tables! The ingeniously designed light-hood may be converted into a frame finder with sight, highly popular with press and sports photographers (see Fig. G), and the reflex device can be used also for exposures at eye level (see D and F).

### Another Important Point

Only a mirror reflected image as produced by the "Exakta" lens is always reliable and absolutely identical with the final picture (see "B"). Has it not happened to you, in spite of accurate observation through the finder, that, particularly in close-up pictures, the body of a person was taken without the head? No matter whether the view finder was built into the camera or attached thereto? Such failures are due to a separate finder and taking lens: the parallax (see Fig. A). The two diagrams will convince you of the superiority of the "Exakta" camera in this respect.

### Focussing

The large reflected image reduces the work of adjusting the diaphragm and the focussing to almost automatic operations. By means of a precision helical mount, focussing to correct sharpness takes place with microscopic accuracy. Further a magnifier (Fig. C) built into the hood may be relied on in case of ultra critical focussing.

### Double Exposures

are impossible with "Exakta", as the act of changing the film winds up the shutter and brings the reflex mirror into operating position.

### Shutter

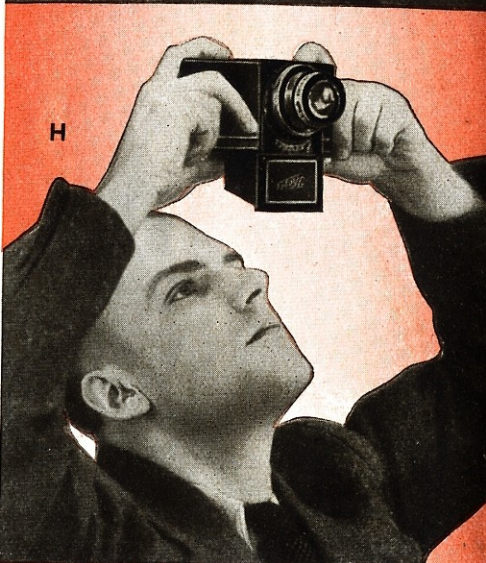
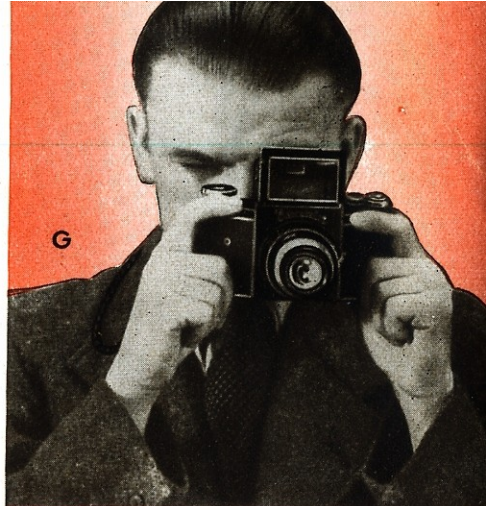
A high-grade camera requires a first-class shutter. The self-capping focal plane shutter, on which the speeds can be easily read, gives instantaneous exposures from  $\frac{1}{25}$ th to  $\frac{1}{1000}$ th sec. as well as short and long time exposures of  $\frac{1}{10}$ th,  $\frac{1}{2}$ , 1 to 12 sec. without automatic release and exposures from  $\frac{1}{1000}$ th to 6 sec. when the delayed action release is used. The "Exakta" focal plane shutter is reliable and precise and more efficient than the usual shutters. Whether you wish to take a picture of every-day life, of a moving car or aeroplane or of a sporting or similar high-speed event, your "Exakta" will not fail you!

### Range of Usefulness

The "Exakta" is remarkably efficient in every way, a real universal camera. There is not a sphere in which its numerous advantages cannot be utilised, including landscape or portrait work, scientific, sport, night or stage photography. The small number of exposures on a spool allows for quick developing without loss of time or money. Scientists and research workers may use also telephoto or wide-angle or additional lenses, and even then the mirror-reflected image will be absolutely reliable. The lens can be changed while the camera is loaded. A press photographer equipped with an "Exakta" can surmount all obstacles; in a crowd he can photograph over people's heads and watch the subject from below (see Fig. H). For pictures of every-day life or for detective work "Exakta" is especially suited, as vertical pictures can be taken at an angle of  $90^\circ$  to the subject unobserved, which would be impossible by direct work (see Fig. J).

### Shape and Weight

The beautiful form of the "Exakta" is particularly attractive. Its handy body lies conveniently in your hand during the taking of a picture. The elegant trapezoid form is not only beautiful but insures the utmost utilisation of space. Provided with reflex mirror, focal plane shutter, and the most rapid lens, the "Exakta" nevertheless appears to be hardly larger than an ordinary roll film camera.







**BUFFALO BROADCASTING CORPORATION**  
*The Voice of Buffalo*  
 GENERAL RADIO STATION  
**WGR**  
 230 State Street  
 Buffalo, N.Y.  
 February 1936

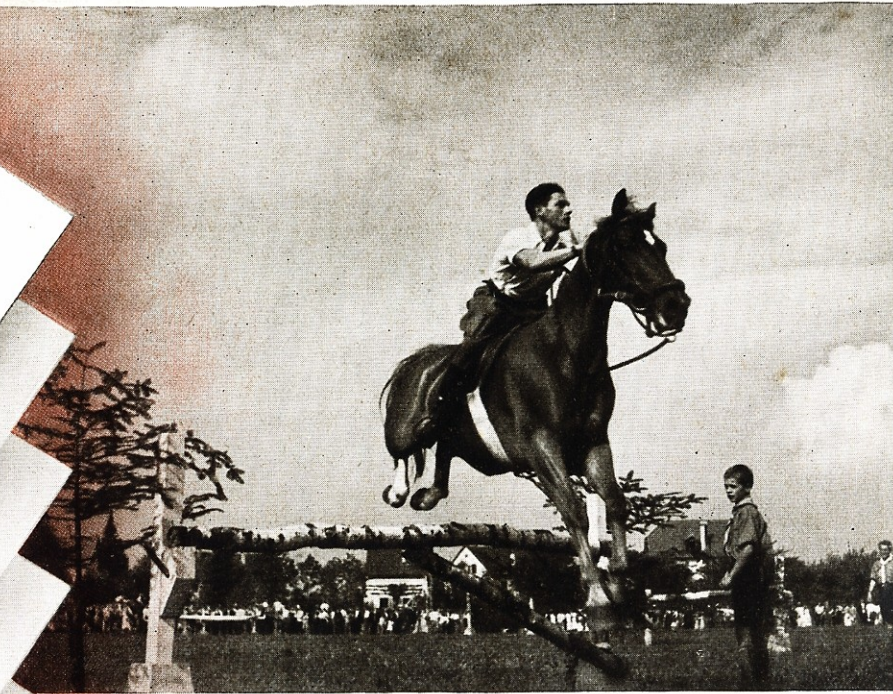
Deage Camera Works  
 230 State Street  
 Dresden, Germany

Gentlemen:

I wish to congratulate you for producing what I think is the finest camera on the market. Six months ago I purchased an Exakta camera with an F2.8 Zeiss lens. I have used this camera for all kinds of photographic work, landscapes, portraits, candid shots, scientific pictures, or radio phenomena and equipment, etc., under all kinds of light conditions. The results obtained made me very enthusiastic about this camera. The fact that one can look in the mirror and see exactly the results to be expected in the finished picture is a wonderful feature. The extreme range of the focal plane shutter speed, from 1/2000 to 1/2 second, is an example of the fine precision workmanship with which all parts of this camera are constructed. I can highly recommend this to any one wanting an all around light weight camera.

Very truly yours,

*Earl B. Hoffman*  
 Earl B. Hoffman  
 Technical Director  
 BUFFALO BROADCASTING CORPORATION



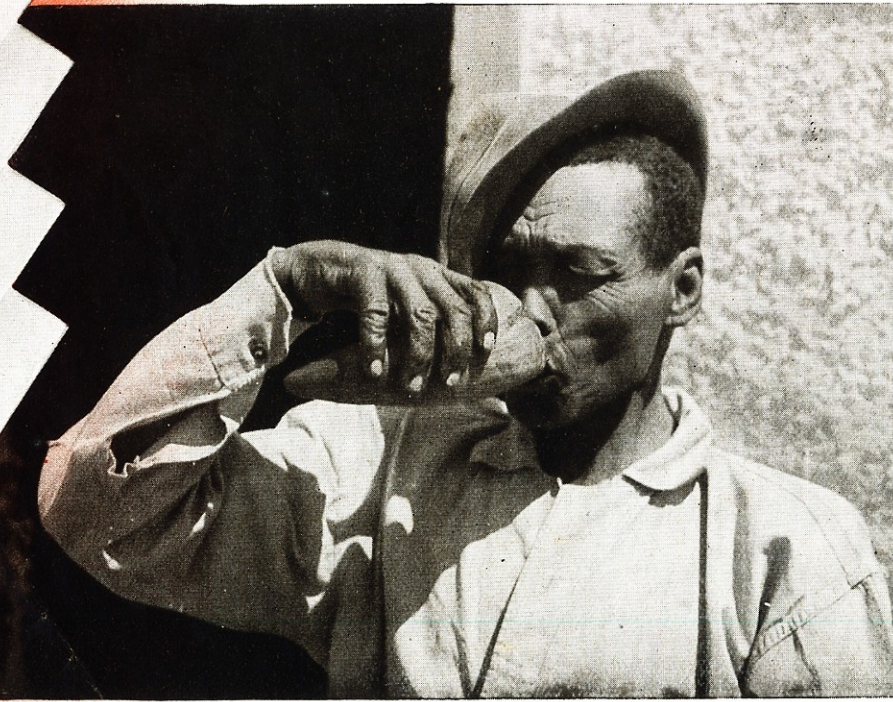
## The Best Reward for our Technicians

Enthusiastic Approval—Increasing Sales—  
 Successful Photos, and Words of Appreciation

Many thousands of convinced "Exakta" users throughout the world are proud of their camera.

Thousands of "Exakta"-cameras prove their perfection every day. Enthusiastic amateurs constantly and without solicitation mail to us excellent "Exakta"-pictures and testimonials. Our archives contain reports from scientists, newspaper-men, and prominent photographers.

The consensus of opinion is: A camera at last all have been waiting for! We have made copies of a number of these letters and shall be pleased to forward them to you. An important opinion is shown above.

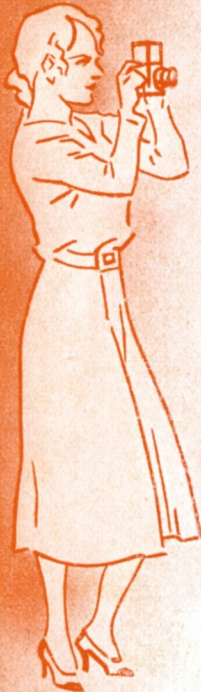






# EXAKTA

*elegant  
reliable  
for every  
purpose*



All "Exakta" lenses are unsymmetrical anastigmats of maximum correction. Exaktar F/3.5, Xenar F/3.5, Primotar F/3.5, and Tessar F/3.5 and F/2.8 comprise four lenses; Cassar F/3.5 and F/2.9, three; and Makro-Plasmat F/2.7, Xenon F/2, Biotar F/2, and Primoplan F/1.9 are each composed of six lenses. Xenar F/2.8 has five lenses.

### Biotar as Telephotolens.

The front member of Biotar F/2 can be used alone and yields a focal length of 155 mm. at an aperture of F/5 requiring approximately stopping of the total lens to F/2.8. An extension tube is needed and costs Nr. 5801.

### Prices of EXAKTA

Optical Equipment	Focal length cm.	Mod. A Nr.	Mod. B Nr.
Ihagee Exaktar F/3.5 . . . . .	7.5	A 8150 BR	B 8150 BR
Cassar F/3.5 . . . . .	7	A 8150 KR	B 8150 KR
Cassar F/2.9 . . . . .	7.5	A 8150 SR	B 8150 SR
Xenar F/3.5 . . . . .	7.5	A 8150 N	B 8150 N
Xenar F/2.8 . . . . .	7.5	A 8150 AX	B 8150 AX
Primotar F/3.5 . . . . .	7.5	A 8150 PR	B 8150 PR
Makro-Plasmat F/2.7 . . . . .	7.5	A 8150 MP	B 8150 MP
Tessar F/3.5 . . . . .	7.5	A 8150 Q	B 8150 Q
Tessar F/2.8 . . . . .	7.5	A 8150 E	B 8150 E
<b>Night-EXAKTA</b>			
Xenon F/2 . . . . .	8	A 8150 O	B 8150 O
Biotar F/2 . . . . .	8	A 8150 LR	B 8150 LR
Primoplan F/1.9 . . . . .	8	A 8150 PL	B 8150 PL
<b>EXAKTA-Junior</b>		Nr.	
With Ihagee Anastigmat F/4.5 . . . . .	7.5	9150 M	
With Ihagee Anastigmat F/3.5 . . . . .	7.5	9150 P	

### EXAKTA-Literature:

Just published, a new hand book on the Exakta, for up-to-date photographers, by Gerhard Isert, translated by P. C. Smethurst, now ready.

In addition to a description of the special features and technical equipment of the Exakta, the author also gives a very interesting dissertation upon the technics of photography, easthetical points of view, developing, printing and enlarging. Moreover special processes, such as Infra-Red, Photo-Micrography as well as Colour photography are amply considered. It contains many illustrations which show too the universal value of the Exakta Camera. This book is recommended to everybody interested in "Exakta" especially as the price is very reasonable.

The Ihagee Service Dept. will be pleased to give information and the name of dealers through which deliveries can be made. Ihagee products are distributed through dealers only.

