

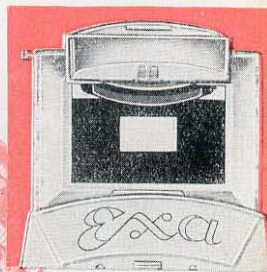


Unexcelled ease in focusing

This is the most conspicuous feature of the little 35 mm. EXA Reflex Camera, and at the same time it explains why the EXA has become the favourite of such an immense number of photo amateurs. For the last twenty years we have felt justified in supporting the opinion that the single-lens reflex camera is not a camera for the expert alone, but also precisely the camera for the beginner. The ambitious photographer will recognize our EXAKTA Varex as a versatile, ingeniously designed camera, a great number of amateurs, however, are less extravagant, they would just like to enjoy the conveniences of the reflex equipment, but in a simpler model. This led to constructing the EXA. Its design is plain, on purpose, so as to keep it within reach of everybody. And it is easy to handle, too.

Pinpoint sharpness

is the first thing you expect in your photos, and we have already emphasized the facility of focusing with the EXA. Take hold of the camera and look into its finder hood, you will see a bright, magnified, upright screen image in all its natural colour. Turn the helical focusing mount, and as soon as you reach the correct point, the image will appear perfectly sharp. No measuring or, perhaps, rough calculating of distance! The finder hood of the EXA is equipped with two magnifying lenses, yielding, together,



The EXA finder hood, convertible into a direct-vision viewfinder, permits safe and easy focusing.

Werner Wurst,
Dresden



a sixfold enlargement and enabling the photographer, even in difficult cases, to obtain pinpoint sharpness in focusing. The finder image also reveals the gradual increase in depth of field produced by stopping down the diaphragm. Moreover, the EXA finder hood jumps into working position automatically and is convertible into a direct-vision viewfinder (for sports photos).

Harmonious picture composition

Have you not often become aware of the difficulties arising in this respect, because many cameras support only the technical side of the subject? The EXA wants to help you make really beautiful pictures. This camera does not force you to look into a tiny viewfinder – no, you are able, before releasing the shutter, to examine your clearly outlined, magnified finder image and to make any desired alterations or to eliminate any defects. There is no difference, either, between the finder image and the final photograph, both having been designed by one and the same lens. As a single reflex camera, the EXA is free from parallax error. What you see in the ground glass, will appear also in the finished photo. Think of another very important factor, concerning colour photography. You see the reflex image in natural colour, you have no difficulty, therefore, in pre-judging the harmony of your colour photos.

The EXA with its second focusing system, the Penta Prism No. 302
Penta Prism in leather case No. 309
Exposure Meter Insert No. 309
Rubber eyepiece turning for Nos. 302 and 309 No. 315
Distance Meter for Nos. 302 and 309 No. 310
(in principle, a split-image rangefinder).
Please write for special leaflet on the distance Meter,
free of charge.



Willi Steglich, Dresden

Alternative focusing systems

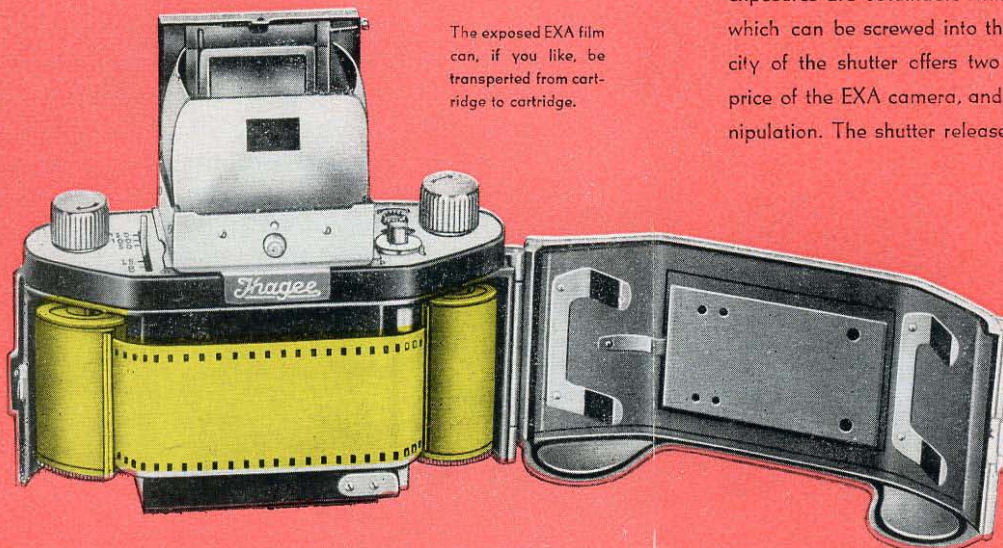
Corresponding to the systematic structure of a single-lens reflex camera the EXA is delivered with Finder hood. Ordinarily we look down into it from the side when taking upright prints, or sometimes from below, when the EXA must look across obstacles. Thus it is with the Finder hood that you can easily take most pictures of all subjects, but above all those demanding deep camera holding, e. g. animals, children, flowers, etc. But when you like taking pictures of rapid movements, snapshots, and persons especially living, it is sometimes advantageous to employ the Penta Prism, second focusing system for the EXA, or the Exposure Meter Insert provided with a photo-electric exposure meter. Both these focusing systems allow to hold camera always at eye-level and to sight directly through camera lens, thus when taking upright and oblong prints, seeing in the Penta Prism and in the Exposure Meter Insert an always upright and laterally correct reflex image. In the reflex image movements have the same direction as in reality, and you are able easily to follow movable subjects, holding camera close to the eye up to the very instant of exposure. The exchange of Finder hood for Penta Prism and Exposure Meter Insert or vice-versa is the matter of a moment. You can, therefore, always choose the focusing system guaranteeing easier working as well as a better photo.

Externally handsome – internally reliable

Pick up the EXA and you will be astonished at the light weight and small dimensions of this little reflex camera. You may be interested to learn the exact figures: Outside measurements = 13x9x7,4 cm. ($5\frac{1}{8} \times 3\frac{1}{2} \times 2\frac{15}{16}$ ins.), weight = 650 grams. The handy light-metal body is elegantly polished, enamelled and leather-covered. In short: the outward appearance of the EXA is extremely pleasing. But this is not the essential point: the whole internal mechanism and reliable functioning will give you unrestrained pleasure.

Precise film-guiding mechanism

The EXA is designed to take 24x36 mm. ($1\frac{1}{2} \times 1$ in.) exposures on the economical 35 mm. film. You either rewind the exposed film inside the camera from the receiving spool on to the feeding spool, or you may use a second empty cartridge for the receiving spool and so save rewinding. A picture-counting device shows the number of exposures already made (up to 36). Inside the hinged camera back of the EXA is a film pressure plate to keep the film flat and even in the focal plane. Of course, there is also a perfectly safe protective device against double exposures: releasing the shutter is impossible before the film has been advanced. Nor can you miss a section of film, because film transporting is possible only after the shutter has been released. You need no trouble much about the mechanical parts of the EXA, but rather devote your attention to the choice of your subject and to picture composition.



The exposed EXA film can, if you like, be transferred from cartridge to cartridge.



Werner Wurst, Dresden

Faultless shutter-setting

To set the focal-plane shutter of the EXA, you need only to push a little lever on to the desired speed. That is all! Faulty handling, therefore, is unimaginable. The EXA shutter has been made to suit the needs of the photo amateur, with settings which are, at present, being used in the majority of cases: $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, and $\frac{1}{150}$ second, and the B setting for time exposures (T exposures are obtainable with the aid of a special wire release which can be screwed into the EXA release knob). The simplicity of the shutter offers two great advantages: the moderate price of the EXA camera, and its afore-mentioned effortless manipulation. The shutter release is right in the camera body. The

camera can be held with both hands while the left index finger gently depresses the release knob. A tripod bushing permits fixing the EXA to a tripod for longer time exposures. A swivelling release lock prevents unintentional tripping of the shutter.

High-efficiency lenses

Primarily, we wish to stress that the short-focus lenses of the EXA yield excellent results in depth of field. But the EXA lenses answer all your other requirements, too. They excel in high speed and wonderful image design, they have helical focusing mount, depth of field scale and anti-reflex surface coating and are interchangeable in a moment with a special supplementary lens. The EXA comes in standard equipment with interchangeable finder hood or Penta Prism and one of the following normal lenses:

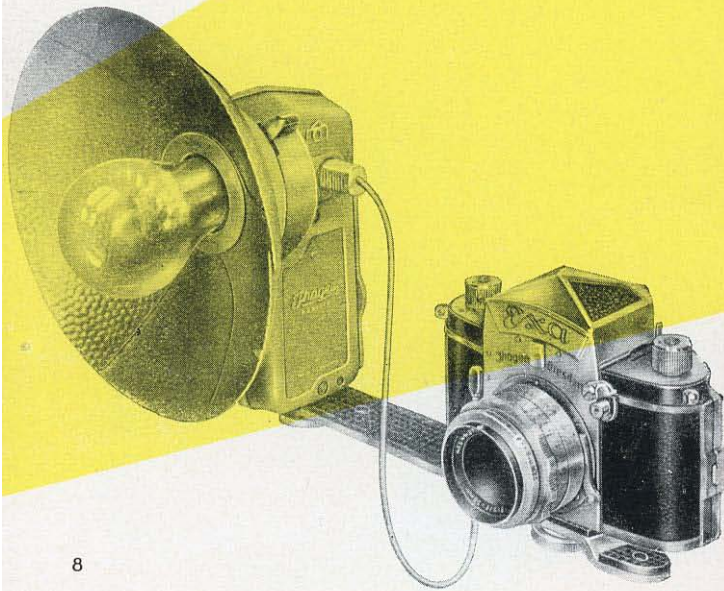
Name of lens		Diameter of front rim	Catalog Number
Primotar	f 2.8/50 mm. PD	42 mm.	443
Meritar	f 2.9/50 mm. PD	37 mm.	432
Trioplan	f 2.9/50 mm. CD	37 mm.	106
Standard lens Jena T	f 2.8/50 mm. CD	37 mm.	101

PD = Pre-set diaphragm

CD = Click diaphragm stops

Ihagee Flash Unit, for high-quality flash-bulb exposures, with foldable reflector, spring locking device, and capacitor ignition.

No. 160.



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The camera for flash work

You certainly want to make flash exposures with your camera, and you will be interested to learn that the EXA is truly a "flash camera". It has two synchronized contacts, one for flash bulbs, and one for electronic flashes, the latter designed for a shutter speed of $\frac{1}{50}$ sec. (for flash exposures with long-focus lenses or with extension equipment $\frac{1}{25}$ sec.). For regular flashes, we recommend our Ihagee Flash Unit, fitted for capacitor ignition and with spring locking device, for all sizes and bases of flash bulbs. The functioning capacity of the flash unit can be greatly increased by the use of very practical accessory equipment.



Georg Tuncsik, Gera

Special accessories

Just like the Ihagee flash unit may be used for the EXAKTA Varex as well as for the EXA, the other accessories, e. g. finder hood, Penta Prism, and Exposure Meter Insert, standard and supplementary lenses, extension equipment, filters, sunshades, etc., also fit both cameras. This is the reason why the EXA is so often chosen as a second outfit, beside the EXAKTA Varex. It is not only practical, but also profitable.

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With the EXA close-ups:
 Two-in-One Ring . No. 187
 Set of bayonet rings and tubes
 (available in complete set only) No. 180
 The two-in-one ring, and the two bayonet rings and
 tubes yield an extension increase from 5 to 5 mm.
 Please write for special leaflet on Close-up Photo-
 graphy (free of charge).

Small objects photo- graphed at close range

Here you have a classic feature of the single-lens reflex. You, too, will derive unfeigned pleasure from the EXA, thanks to its adaptability to this type of work. Extension rings and tubes with bayonet fittings can be inserted between camera and lens, thus allowing for exposures to be made at closest range (approx. 10 cm., *see next page!). Also for such close-ups, focusing is performed on the ground-glass image. Never forget this fact, for many another finder system fails to function correctly, owing to parallax deviation.

Supplementary lenses for individual photographic tasks

To obtain a wide angle of field and, at a given image distance, a large picture area, you need a wide-angle lens with short focal length. On the other hand, by using long-focus lenses (*see next page!), you are able, as with a telescope, to bridge distance, the remote subject will appear larger within a comparatively smaller picture area. But whether you are using a standard lens or one of the special supplementary lenses, you always focus on the parallax-free ground-glass image in your EXA. No extra finders or focusing equipment, no charts!

Special lenses for the EXA

Wide-angle 35 mm. lens Jena Flektogon	f 2.8 AD No. 534
Wide-angle 35 mm. lens Meyer	f 4.5 PD No. 442
Special long-focus 80 mm. lens Jena Bm.	f 2.8 PD No. 435
Trioplan special long-focus 100 mm. lens	f 2.8 AD No. 510
Long-focus 135 mm. lens Jena S	f 4.0 PD No. 437
AD = Automatic diaphragm PD = Pre-set diaphragm	

Useful accessories for EXA

are: Everready leather case, Filters (yellow, green, orange, red), Ultra-violet filter, Softening discs I and II, Sunshade, Giant knob (for convenience when handling the camera with gloves on).

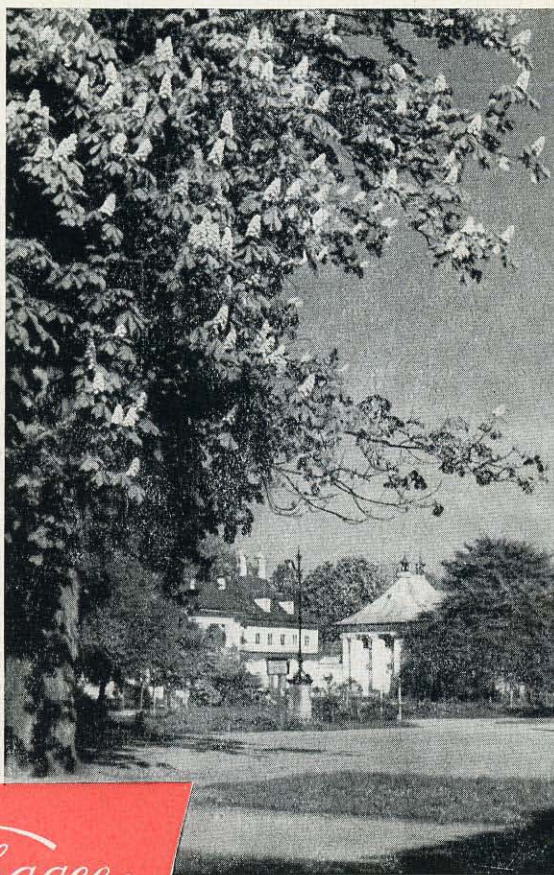
Heinz Junghans,
Dresden



*) Important note for use of an extension increase or special long-focus lenses with the EXA:

Should the distance between lens and film level be greater than 70 mm, a slight shadow will appear on the long edges of the negative. That is insignificant with the standard lens and an extension increase of about 20 to 50 mm., thus leaving an adequately large picture area. But we must dissuade from greater extension increase. The same cut-off can take place with long-focus special lenses influenced by their construction: with long-focus lenses of usual structure cut-off of the edges is possible, insignificant with focal length of 70 to 100 mm., greater with longer focus than 100 mm. The very telephoto lenses are more advantageous. We recommend to control the lens as to cut-off with a ground-glass screen put over the picture-window.

We hope, with this pamphlet, to have aroused your good-will towards the EXA. Of course, if you would like to make friends with this little camera, you ought to take it into your own hands and try its focusing mechanism, in short, you should get closely acquainted with it. Go and see your photo dealer. He will be only too pleased, without any obligation, to show you the EXA and explain its functions.



Ihagee

IHAGEE
CAMERA WORKS AG.
DRESDEN A 16

Above and cover picture: Werner Wurst, Dresden

There may be slight deviations between the camera models and the illustrations in this booklet.

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