



EXA  
EXAKTA

**IHAGEE KAMERAWERK AG 8016 DRESDEN**

in Verwaltung

PRESS-RELEASE

aus Dresden

**Thirty years EXAKTA-System from Dresden**

Years are good witnesses, in the camera's history, too. What a lot of cameras had been already constructed and vanished without a sound. However, for over one century single-lens reflex cameras have been existing and miniature single-lens reflex models for exactly thirty years. It seems, the Ihagee-Kamerawerk in Dresden had brought out with its first Kine-Exakta at the Spring Fair in 1936 a type, which must be reckoned among the photographer's standard equipment owing to its excellent construction.

From the Kine-Exakta has been developed in the meantime the EXAKTA VX 1000, to which the two sister-models EXA 500 and Ia were added. All three cameras are 24 mm X 36 mm cameras. Why? On a smaller size the natural single-lens reflex focusing would be complicated, namely the judging of sharpness, the depth-of-field and all the aesthetic characteristics of the picture, and, moreover, the resolving power of the film material must much larger be stressed. A larger size, however, needs a more voluminous and heavier body, and lenses of extremely high speed or long-focus lenses would certainly not be elegant. One chose, therefore, for the whole EXAKTA-System the golden middle course and meets therewith fully the requirements of the numerically largest interesting group.

An American technical periodical recently stated that for the EXAKTA-System the most lenses on the international photo-market are existing. No modern type fails among them, and as the lens acts an important part in the camera, the EXAKTA-System has really an unique optical base. Only the well-known optical manufacturers in Jena and Goerlitz supply approx twenty brilliant standard- and special lenses: focal lengths from 20 to 1000 mm, speeds up to 1.5 and fully automatic pressure or spring diaphragm up to 180 mm.

But this extensive range of lenses is doubly valuable by the fact that all lenses may be used for all three single-lens reflex cameras of the EXAKTA-System. As the single-frame cameras with changing magazines did not penetrate, the modern photographer, who will be armed for black-and-white as well as coloured photography, choose now as ever the simplest and surest way, when using two or three cameras. The EXAKTA-System nearly offers itself to the exceedingly up-to-date working method, because each of its three cameras can be used as second camera for the two others. All three models have been equipped with the well-known quick-change bayonet mount. That means one uses only one set of lenses, and it is clear that owing to this enormously economic advantage a greater quantity of lenses, graduated to the focal lengths, can be bought.

Not only such a community of lenses, but also a community of accessories, being no less valuable, is existing. Of course, the EXAKTA VX 1000 in its versatility has kept the lead, but the two EXA-models follow up considerably, because the supplementations, brought out for the EXAKTA VX 1000 with a few exceptions, are also useful for them. Nearly all tasks, for which accessories are necessary, can be made in the spheres of Micro-Macro and Stereo Photography, and the work in these fields has been facilitated respectively is possible by a large range of additional equipment. Products as the Ihagee Vielzweck, the Ihagee Kolpofot, the Ihagee Macro-Micro Photometer, the Ihagee Ring Flash Units RB 1 and RB 2 and many others have reached own world-wide renown besides the cameras. Great Britain's photographers have the proved opinion: "What is not possible with the EXAKTA-System, is not possible at all."

The three called EXAKTA VX 1000, EXA 500 and Ia cameras – regarded quite alone – are pregnantly graduated in their performances and, of course, in their prices, too, so that the customer may choose among these three cameras the best suitable model according to his economic possibilities and his technical demands.

In the first twenty years of its more than fifty years existence the Ihagee Kamerawerk in Dresden has dealt with making of many dozens of cameras. But already after ten years the miniature single-lens reflex camera moved in the centre of interest. The importance of this type still increased in the thirties so that the other cameras fully receded into the background, and after the war only the production of the promising miniature single-lens reflex was taken up again. On this making one had specified and is now drawing from an exactly thirty years experience, when manufacturing these models belonging to the international leading EXAKTA-System. That means more than every guaranty for the customer!