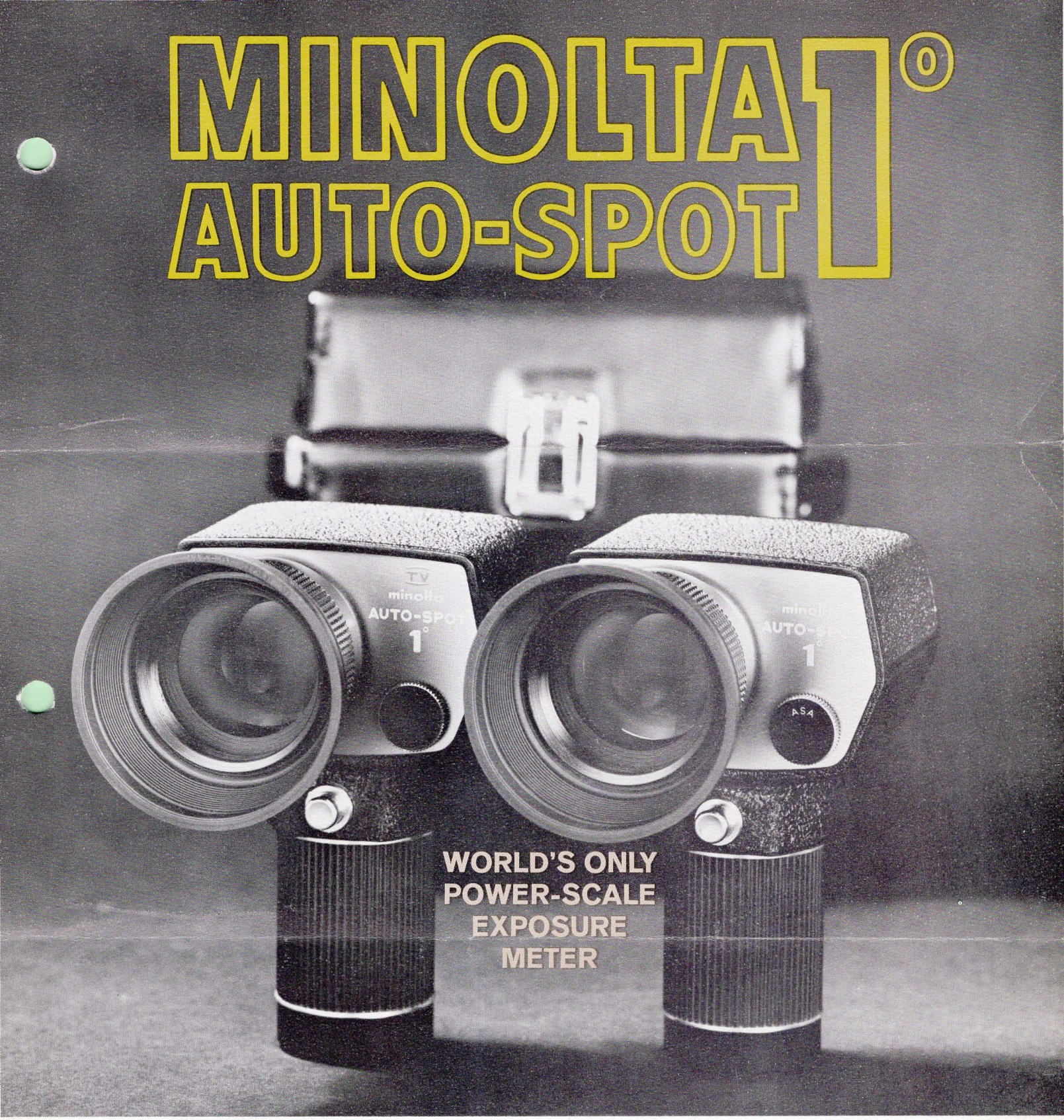
MINOLTA 1° AUTO-SPOT



WORLD'S ONLY POWER-SCALE EXPOSURE METER

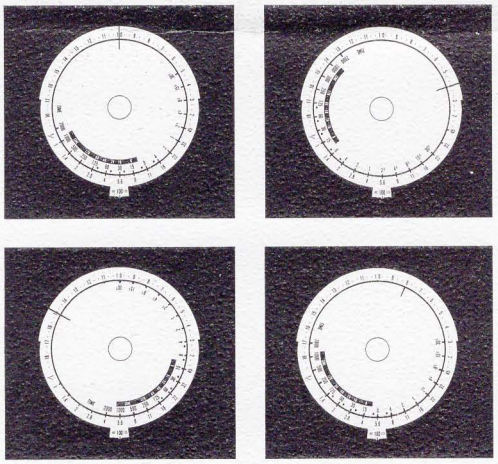
A REMARKABLE NEW INSTRUMENT FOR AUTOMATIC EXPOSURE MEASUREMENT

■ cadmium sulphide cell has 1° angle of acceptance for critical spot measurement . . . 8° total viewing area ■ completely flareless . . . spot measurement unaffected by extraneous light ■ electrically powered, illuminated scales . . . pushbutton activated ■ scales turn instantly and automatically in response to light changes ■ through-the-lens scale-reading, viewing and focusing to 3.3 feet ■ sealed, moisture-proof electronic circuits for operating stability under widely diverse temperature and humidity conditions ■ built-in lens hood ■ special models available for use with conventional or television cameras

MINOLTA AUTO-SPOT 1°

SPLIT-SECOND HANDLING SPEED

Entirely unique in concept and design, the Minolta Auto-Spot 1° is a precision instrument able to provide critical exposure readings as rapidly as you can sight your subject . . . as fast as you can push a button . . . regardless of subject, light, film or camera characteristics.



Power scales turn automatically and continuously.

Operation of the Minolta Auto-Spot 1° is completely automatic. **Motor-driven scales react instantly . . . eliminate time-consuming conversions or computations.** You need only set the ASA rating (3 to 25,000) and depress the oversized, conveniently positioned pushbutton. You never touch the scales!

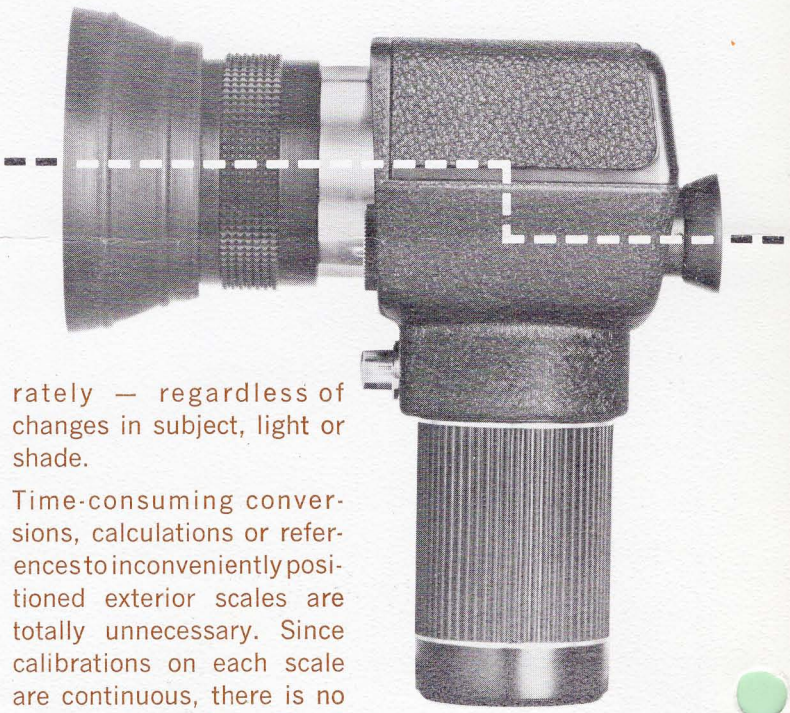
So long as the pushbutton remains depressed, the **power scales turn automatically and continuously.** Response to even the smallest changes in light, subject color or shade is instantaneous.

When the button is depressed at least half way, the scales are **automatically illuminated.** Scale illumination has absolutely no effect on the amount of light striking the CdS cell. Thus, you can take full advantage of the sensitivity of the Auto-Spot 1°, even in situations too dim for reading the scales of ordinary meters.

Once the pushbutton is released, the **power scales lock in position.** Scales may also be locked while illuminated by pressing the battery check button and exposure pushbutton simultaneously.

With the Minolta Auto-Spot 1° **exposure readings are taken through the lens . . . as you view and focus your subject.**

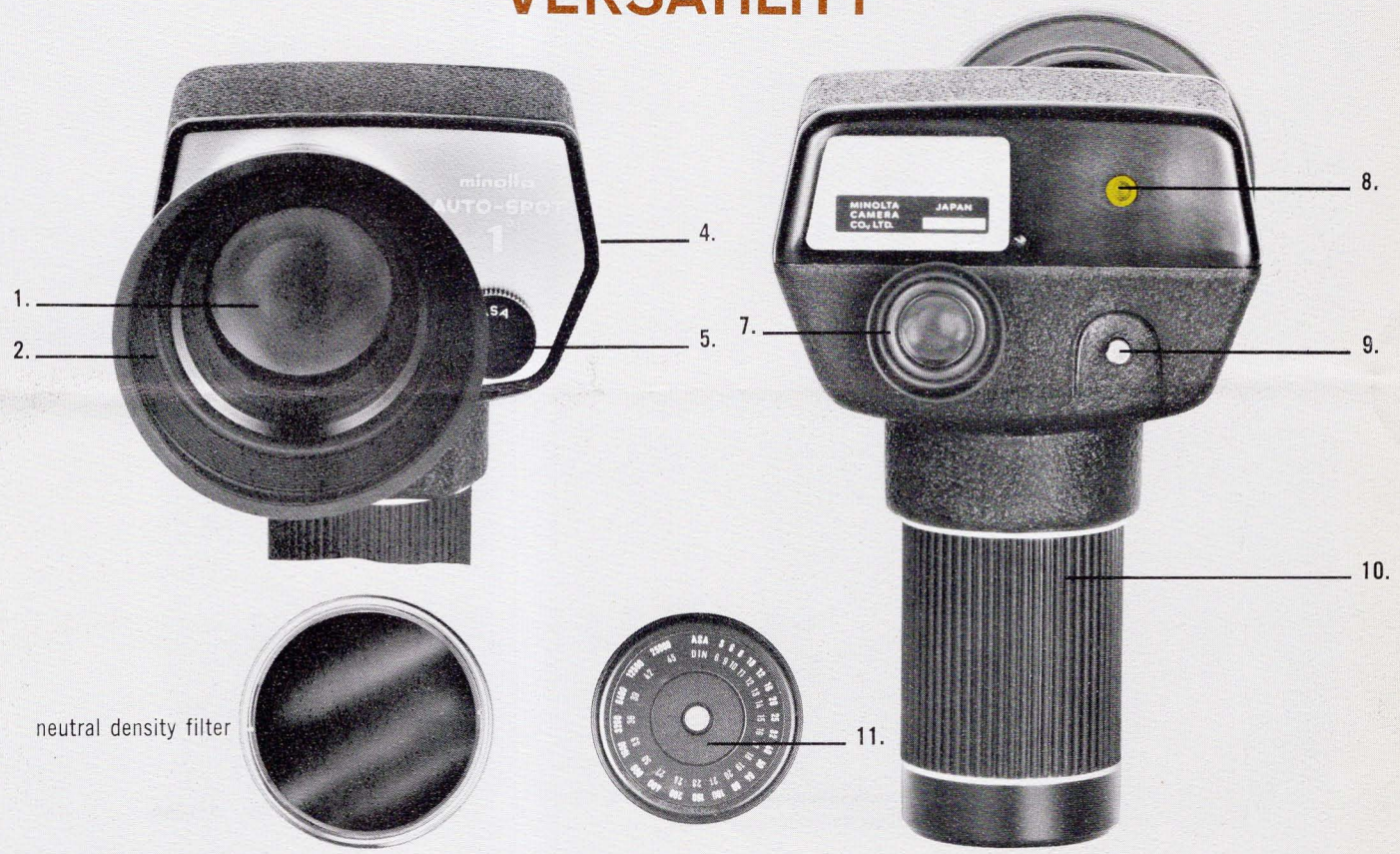
Thus, without ever taking the Auto-Spot 1° away from your eye, you can measure exposure rapidly and accurately — regardless of changes in subject, light or shade.



Time-consuming conversions, calculations or references to inconveniently positioned exterior scales are totally unnecessary. Since calibrations on each scale are continuous, there is no need to change from "low" to "high" scales to compensate for light level changes.

MINOLTA 1° AUTO-SPOT

VERSATILITY



neutral density filter

1. 3-element, color-corrected Rokkor lens

2. soft-rubber sunshade prevents glare and folds back to cushion lens when meter is not in use

3. lens barrel (not visible) has knurled finger grip for helicoid focusing from 3.3 feet to infinity

4. all-metal housing for maximum protection against shock

5. large knurled control for rapid setting of ASA speed from 3 to 25,000 (not included in TV model)

6. two-position pushbutton activates and illuminates automatic scales (not visible)

7. soft rubber eyepiece turns to focus for individual eyesight

8. battery check window lights when batteries are functional; does not light when current falls below 6V

9. battery check button activates light in window when pressed simultaneously with main push-button

10. hand grip houses batteries for scale operation and illumination

11. built-in ASA-to-DIN conversion scale and standard-thread tripod socket

A neutral density filter is available as an accessory for the Minolta Auto-Spot 1° meter. The neutral density filter extends the sensitivity of the cadmium sulphide cell up to EV 21 with ASA 100 film, for shooting under unusually bright conditions.

FOR USE WITH CONVENTIONAL CAMERAS

12. exposure value (EV) indicator and compensator

13. exposure value scale (EV 2-18)

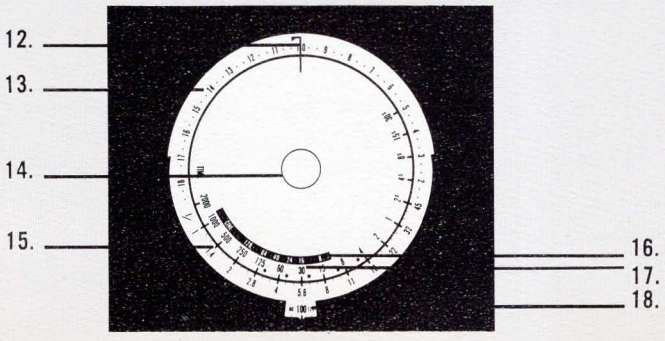
14. fine-line circle corresponds precisely to 1° angle of light measurement

15. f/stop scale (f/1 to f/45)

16. movie scale (8-128 frames per second)

17. shutter speed scale (1/2000th to 30 seconds)

18. ASA window shows film speed as front control is turned



FOR USE WITH TELEVISION CAMERAS

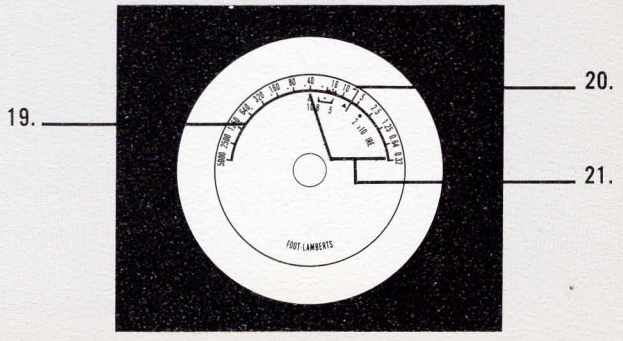
The rapid-handling characteristics and narrow measuring angle of the Autq-Spot 1° meter make it particularly well-suited to fast-paced television work.

As the only spot meter with an IRE scale, the Auto-Spot 1° TV model greatly facilitates the reproduction of skin tones in proper ratio to the brightest area of the subject. It is thus ideal for color work.

19. foot-lambert scale (.32 to 5000)

20. exposure compensation indicator

21. IRE scale



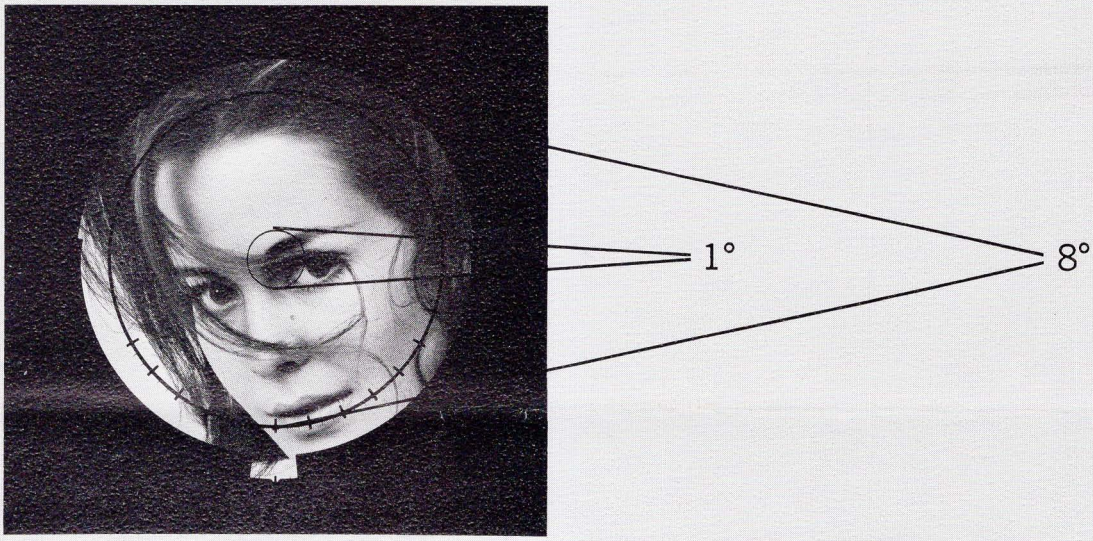
The Minolta Auto-Spot 1° Meter leaves no doubt as to the **exact subject area** being measured.

Because you **view and focus through a reflex finder,** there is no need for guesswork . . . no possibility of reading an "off-subject" area. Your subject is precisely and constantly visible in the finder — bright, erect and **magnified four times** so that the smallest details are exceptionally clear. Even the slightest shift in subject becomes immediately noticeable.

The Auto-Spot 1° is the only full-focusing spot meter available today. By turning the lens barrel, you can focus quickly and smoothly from 3.3 feet (1 meter) to infinity. The viewfinder eyecup turns to focus the Auto-Spot 1° for individual eyesight.

MINOLTA 1° AUTO-SPOT

UNPARALLELED ACCURACY



The Minolta Auto-Spot 1° has a **total field of view of just 8°**—equivalent to a 300mm telephoto lens on a 35mm camera and the narrowest available on any spot meter.

Of the total 8° viewing field, the Auto-Spot Exposure Meter **measures light over an angle of only 1°**—equal to the field of a 2400mm lens and so selective that even the smallest highlight can be measured with extreme accuracy.

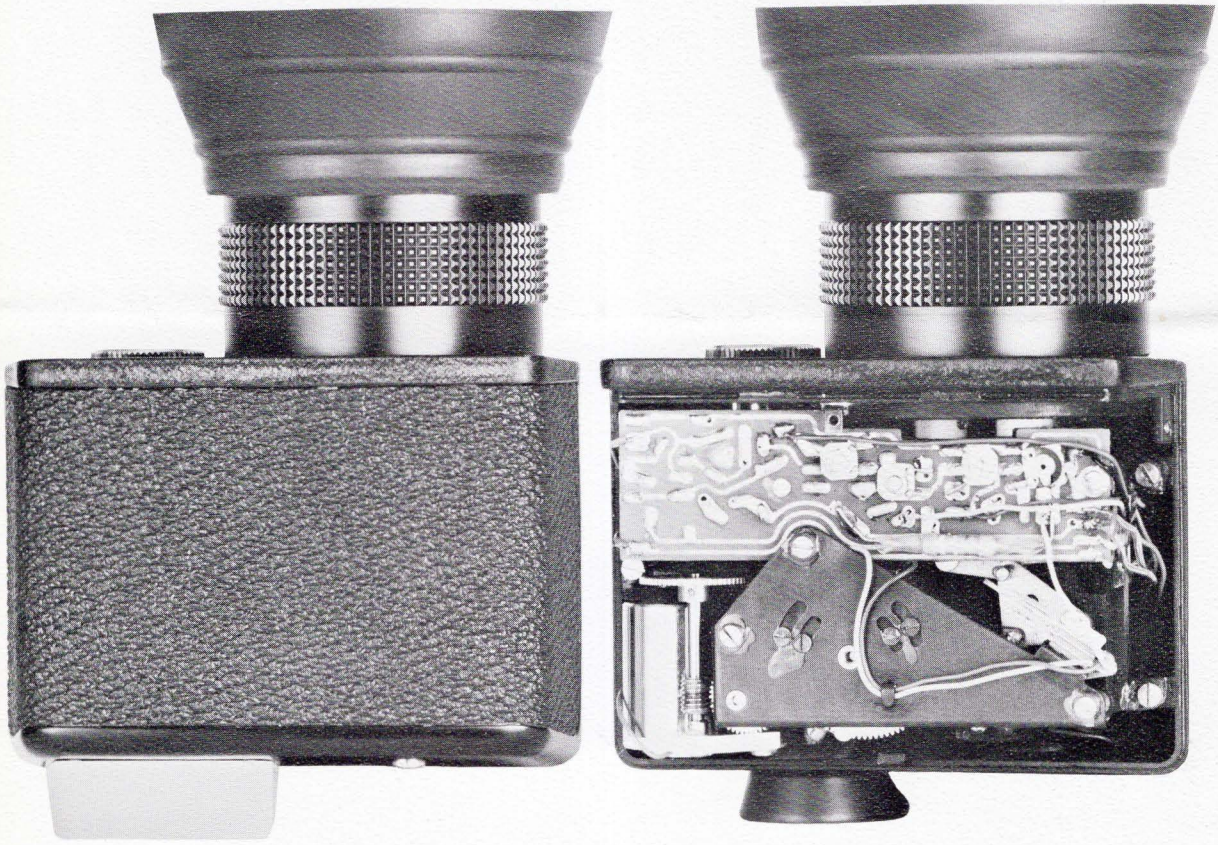
Light outside of the 1° field of measurement has absolutely no effect on the cadmium sulphide cell and the exposure it reads. Since the Auto-Spot 1° is unaffected by extraneous light (such as side or back lighting and fore or backgrounds), it is ideal for **accurate exposure measurement of small areas from a distance.**

The pinpoint selectivity of the Auto-Spot 1° is particularly valuable in telephoto photography, permitting the distant subject to be accurately measured without moving from camera position. Similarly, in portrait work, highlights and skin tones can be precisely measured without "moving in" for close-up readings.

Through critical selection of cadmium sulphide cells, the Minolta Auto-Spot 1° meter will respond to all color temperatures with consistent accuracy. Thus, instead of being, "fooled" by color into false readings, the color-corrected CdS cell provides accurate exposure measurement based on true reflected light.

MINOLTA AUTO-SPOT 1°

UNPARALLELED RELIABILITY



While the Minolta Auto-Spot 1° meter is a precision instrument, it is far from delicate. Inside and out, it has been designed to function perfectly — wherever your camera may take you, regardless of temperature or humidity conditions.

For maximum resistance to shock, **die-cast aluminum and other metals** outer casing of the Auto-Spot 1°. A matte black finish minimizes reflections. Additional protection is provided for the lens by a soft rubber fold-back sunshade.

Moisture has no effect on operation of the Auto-Spot 1° because its **transistors, diodes and all other circuit parts are hermetically sealed.** The cadmium sulphide cell itself is of the highly stable metal sealed type. Six of the eight transistors are disc-type silicon for maximum operating stability.

The Auto-Spot 1° is ideal for location shooting because a **printed circuit makes it highly resistant to vibration.**

Temperature extremes, which usually affect the characteristics of transistors, make no difference in the operation of the Auto-Spot 1° meter. Highly stable transistor circuits permit **normal functioning over a wide temperature range.** A bridge circuit and voltage regulating circuit are used for protection against voltage variations, assuring consistent performance with battery output at any point between 6 and 9V.

MINOLTA AUTO-SPOT 1®

type: cadmium sulphide reflected light meter

light measuring angle: 1°

focusing: 3.3 feet (1meter) to infinity; separate focusing rear eyepiece

viewing system: through-the-lens viewing and focusing with illuminated scales visible in finder

power sources: 9V Mallory M-1604 or 9V Eveready 216 or equivalent for photometric circuit; 1.5V AA (penlight) for scale illumination

height including handle: 5⅞ inches

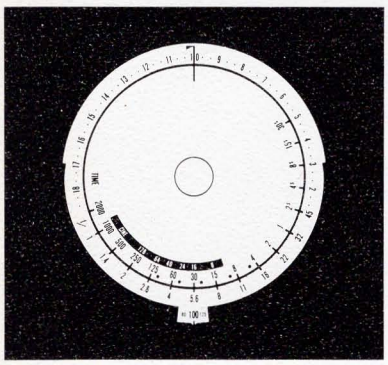
side-to-side: 3¾ inches

minimum front-to-back including collapsed shade: 4⅝ inches

maximum front-to-back including extended shade: 5¾ inches

weight with batteries: 30 ounces

CONVENTIONAL CAMERA MODEL



exposure value range: 2-18 (up to EV 21 with ASA 100 film and optional ND filter)

ASA range: 3 to 25,000

shutter speed range: 1 2000th to 30 seconds

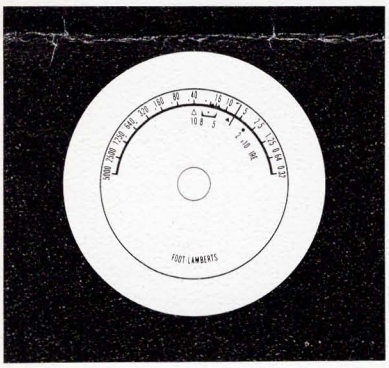
aperture range: f/1 to f/45

movie speed range: 8 to 128 frames per second

price: $209.50 including wrist strap and soft leather pouch case. $225.00 including wrist strap and hard leather, velvet-lined carrying case with shoulder strap

accessory neutral density filter: $9.95

TV CAMERA MODEL



IRE scale: permits extremely rapid and accurate balancing of skin tones and background readings to obtain proper ratio for satisfactory reproduction; lighting ratios from 20:1 to 32:1 can be established quickly by referring to the easily visible IRE scale calibrations.

The IRE scale also allows instant evaluation of lighting ratio between skin tone and background – remains within 8-to-5 bracket (80% to 50% reflectance) if ratio is satisfactory for reproduction.

foot-lambert scale: (.32 to 5000)

price: $250.00 including wrist strap and hard leather, velvet-lined carrying case with shoulder strap

MINOLTA CORPORATION

INDUSTRIAL SALES DIVISION

200 Park Avenue South New York, New York 10003