

THE NEW F-1 CONCEPT

Not one, but many cameras. An incredible system of interchangeable components provides unlimited versatility.

The New Canon F-1 is destined to set new standards for professional photographic equipment. Optically, it is unsurpassed. Mechanically, its ruggedness is assured through shock and temperature testing beyond the limits of human endurance. New manufacturing techniques such as laser-welding of critical parts give new meaning to the word "precision." And the sophistication of its electronics are a hallmark of Canon technology.

However, when we considered



the endless variety of picture-taking situations, we recognized that no one camera could satisfy every photographer. Not one metering method or sensitivity pattern. Not one kind of exposure control. Not even one kind of shutter system. So we created a new concept and built the New F-1 to be many cameras. By selecting from an incredible system of interchangeable components, you can actually create a camera that most closely meets *your needs*. Without compromise.

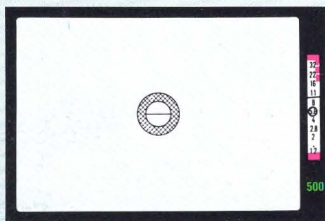




There has never been a professional-quality camera like the New Canon F-1 before. It is an entirely new concept in camera design that provides limitless flexibility and unfailing reliability.

First and foremost, it is designed to perform, under all conditions and circumstances—with or without a functioning battery. Its Titanium focal plane shutter is mechanically controlled at speeds from 1/90th second (highest X Synchron. speed of any camera featuring horizontal shutter travel) to 1/2000th second. Slower speeds, up to eight seconds, are electronically timed. At any speed, a soft, electromagnetic release provides hair-trigger response. The F-1's fail-safe design backs this up with a conventional mechanical release.

Conventional Metering, Unconventional Measuring



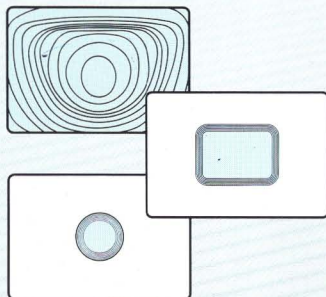
The Silicon Photo Cell (SPC) meter in the New F-1 body has a greater range than

that found on any other camera, accurately measuring light levels from EV -1 to EV 20 (4 seconds at f1.4 to 1/2000th sec. at f22) with ASA 100 film. Precise, analog match-needle metering makes intentional over or under-exposure easy, with both aperture and shutter speed displayed in the viewfinder.

Thirty-two (32) interchangeable screens not only allow you to select the focusing aid most suitable for your type of photography but allow



you to change metering sensitivity patterns as well. You can choose center-weighted, average metering for landscapes, interiors or any ordinary shooting situation. For backlit or contrasty subjects, selective area

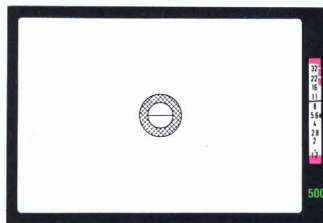


metering measures only 12% of the subject area, while spot metering screens restrict the meter reading to the center 3% of

your image area when critical exposure control is necessary.

This system of interchangeable screens and metering patterns offers greater flexibility in light measurement and exposure control. It, too, is only available on the New F-1.

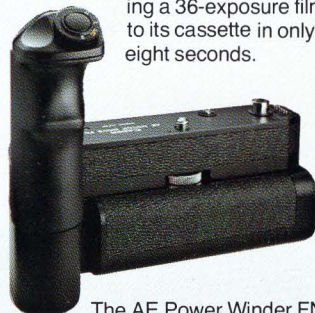
Shutter-Priority Automation



The basic New F-1 is a manual, match-needle camera. If that's all you need, that's all you have to buy. But if you're into sports photography or rapid-sequence shooting of any kind, you'll probably require both motorized film transport and automatic exposure control. Adding either the AE Power Winder FN or AE Motor Drive FN system to the New F-1 automatically adds shutter-priority automation at all speeds up to 1/2000th second. If you want it. The speed you select and the aperture automatically determined by the New F-1 are displayed to the right of the viewfinder. Naturally, you still have match-needle metering and

full manual control of the camera as well.

If you select the AE Motor Drive FN, you'll have an incredible world of action photography at your fingertips, with a choice of 5 fps. ("H") or 3.5 fps. ("L") continuous shooting modes, or single-frame motorized film advance. To help you reload quickly, the AE Motor Drive FN provides power rewind as well, returning a 36-exposure film to its cassette in only eight seconds.



The AE Power Winder FN provides either single-frame advance or continuous shooting at 2 fps. but does not provide motorized film rewind.

Aperture-Priority Automation

Attaching the AE Finder FN provides aperture-priority automation when depth-of-field control or automatic time exposures are important



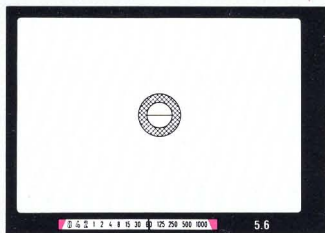
Manual Operation Match-Needle Metering

Basic New F-1 shown w/Eye-Level Finder FN,
FD 50mm f1.4 lens



Shutter-Priority Automation Match-Needle Metering

New F-1 shown w/Eye-Level Finder FN,
FD 50mm f1.4 lens, AE Motor Drive FN



in your work. When this mode of operation is selected the viewfinder meter display is completely repositioned and indicates the aperture you select and the speed automatically determined by the New F-1. When using a bellows, microscope adaptor or non-FD lenses, the AE Finder FN also



provides stopped-down automation. This feature, when used in combination with 3% spot metering screens, makes the New F-1 particularly useful for photomicroscopy and scientific work.

Total Capability

By now you may already have reached some decisions regarding the capabilities you would require in your own New F-1, including your choice of metering methods, modes of operation, shutter speed control and the focusing screens most suitable for your kind of photography. Or you may have decided to purchase either the AE Motor

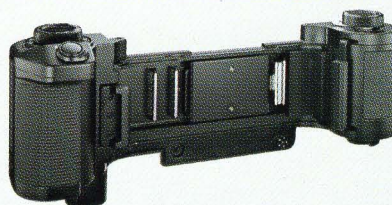
Drive FN or AE Power Winder FN and the AE Finder FN to create a picture-taking machine with every exposure control option at your fingertips.



However, if you're thinking in terms of total capability, you have much, much more to consider. Like a choice of five (5) interchangeable viewfinders designed to meet specific needs ranging from action photography to photomicrography. Like a choice of two additional film backs to accommodate bigger film loads or record dates and data as you shoot.



You can even choose from three different power sources for the AE Motor Drive FN, including the High Power NiCd Pack FN which can also provide power to the entire camera system when working at temperatures too low for reliable, continuous operation on internal power.



as the New F-1 itself. All built to the same high standards.

There has never been a camera like the New F-1 before. It is a new concept. It is a new Canon.

Canon FD Lenses

A great way to add more versatility to the New F-1 is by adding high-quality Canon FD lenses. There are over fifty FD wide-angle, telephoto and zoom lenses available. Consider our FD 50mm f1.2L, FD 85mm f1.2L and 300mm f2.8L, part of an entire series of maximum-performance lenses designed specifically for professional use. There are also Canon FD macro and special purpose lenses as unique

NEW Canon F-1



**Aperture-Priority Automation
Stopped-Down Automation
Match-Needle Metering**

New F-1 shown w/AE Finder FN,
FD 50mm f1.4 lens



**Shutter-Priority Automation
Aperture-Priority Automation
Stopped-Down Automation
Match-Needle Metering**

New F-1 shown w/AE Finder FN,
FD 50mm f1.4 lens, AE Motor Drive FN

The New F-1 Concept: Unlimited Versatility

The New F-1 is a revolutionary product developed through the evolution of Canon's advanced optical, mechanical and electronic technology. The basic camera is backed up by an incredible system of accessories that allows you to meet any photographic challenge.

From photojournalism to fashion photography to industrial applications and sci-



entific investigations, the New F-1's capabilities are unmatched by any other camera.

It is this unlimited versatility that gives you the opportunity to create the camera that best meets your needs, whatever they might be. This is more than a new camera. It is a new concept. The New F-1 Concept, from Canon.



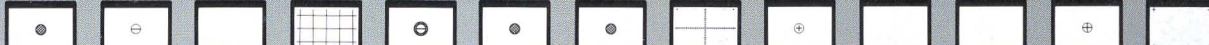
Speedlite 577 G Speedlite 533 G



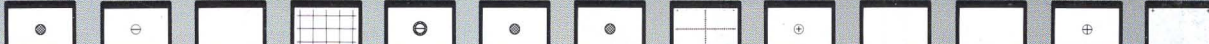
Eye-Level FINDER FN AE FINDER FN Speed FINDER FN Waist-Level FINDER FN-6X Waist-Level FINDER FN

Focusing Screens FN

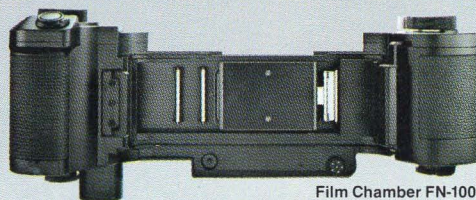
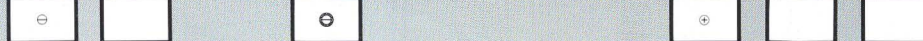
Center-Weighted
Average Metering



Selective-Area
Metering (12%)



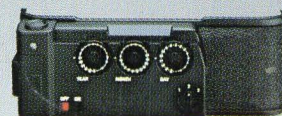
Spot Metering (3%)



Film Chamber FN-100



New Canon F-1



Data Back FN



Macro Accessories



Battery Cord C-FN



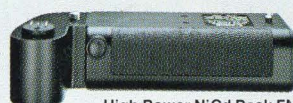
AE Motor Drive FN



AE Power Winder FN



Battery Pack FN



High Power NiCd Pack FN



NiCd Pack FN



Interval Timer TM-1 Quartz



NiCd Charger MA/FN



Canon FD Lenses

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