

# ZENZA BRONICA SQ-A/SQ-Am Medium Format of High Performance, Mobility & Versatility

The Multi-Format Camera



# Bronica SQ-A and SQ-Am Professional-From a Long Line of Superior $6\times6$

Bronica believes that a new concept is required in the relation between the photographer and camera, due to the diversification and individualism taking place in the portrayal of the photographic image. In other words, the photographer and camera must be able to work together, as a photographer-camera team, towards the same purpose, that of taking pictures meeting the highest requirements. The Bronica SO-A and SO-Am have been newly developed, with this concept in mind, and are single lens reflex camera system of the 6×6cm format, based on the Bronica SQ, but incorporating great improvements in the system and camera themselves. The new Bronica SQ-A series is considered to be a complete fusion of the Bronica medium format technology with modern camera electronics, with systematic coupling between camera body and accessories giving the photographer a very wide choice of operational controls, such as manual exposure control, as well as completely automatic exposure control. Furthermore, there are exclusive Bronica technologies throughout the system, such as electronic control lens shutter with electronic flash synching at all shutter speeds. Viewfinders, lenses and focusing screens can be interchanged to match specific requirements. A long Bronica tradition, film back interchangeability, is also available, as well as mirror lock-up. In fact, the SQ-A/SQ-Am simply abound with features designed for the professional user or features which have been incorporated so that the professional can use the SQ-A/SQ-Am for the ultimate goal of taking pictures meeting the highest standards of the photographic world.





## Class Single Lens Reflexes— Masterpieces.



# SQ-A System of Photography—An Extrem Made Up for Specific Purposes.

#### Multi-Format System Camera—for All Types of Photographic Work.

The Zenza Bronica SQ-A and SQ-Am have been developed for users who prefer working with the square  $6\times 6$  format. And, although the format size has not changed from the beginning, amazing changes have taken place in the photographic system to meet the different requirements of the professional and the amateur who simply wants to enjoy taking pictures.

The SQ-A Series is based on the traditional  $6\times6$  format and has been developed as a full system of photography for fans of this format. And, while the basic photographic system does not change, it is only natural that different combinations of the system be used for taking different subjects, such as, for example, a portrait of a beautiful girl, a fast-breaking sports scene or a breath-taking phenomenon.

#### Interchangeable Finder System

#### ● Diaphragm-Priority AE with Thru-The-Lens Metering.

The AE Prism Finder S converts the Bronica SQ-A/SQ-Am into a fully automatic camera, with through-lens metering and diaphragm-priority AE operations. A light pressure on the shutter button displays the shutter speed for the aperture selected and when fully stroked automatically controls the shutter speed, in stepless stages, for ob-

taining the proper exposure The electronic computer system takes over trouble some exposure calculations and frees the photographer for the most important task—that of taking the picture. And, Bronica has incorporated the AE system in the finder so that it can always be detached for using the body without automation. But, it's always possible to switch back to manual operations, with through-lens coupled metering, without even removing the finder, which lets the user move freely from one mode to the other. In other words, the AE Prism Finder S gives the Bronica SQ-A/SQ-Am action-following capability equaling the 35 mm single lens reflex.

#### Meter-Coupled Manual Operations

ME Prism Finder S and MF Finder S provide through-lens, match-LED, CdS metering, cross-coupling to both shutter speed and aperture, thus giving the photographer even greater freedom in exposure controls, with the shutter speed dial on the finder overriding the dial on the body. Exposure is adjusted while checking the green/red LED symbols in the finder, which indicate correct exposure or show over- and under-exposure.

## SQ-A Main Camera Body—the Center of the System.

The main camera body is the center of the SQ-A system of photography, with finders, interchangeable lenses, film backs, grip, etc., added, as required, for producing the combination matching the assignment. One of the main features of the system camera is the breakdown into various parts, with many types available for each part. And, at the same time, the main body also incorporates a large, bright reflex mirror, the film winding mechanism, the

shutter release mechanism and the shutter control circuit. (The SQ-Am also has a built-in motor drive system, too.)

#### Interchangeable Film Back System

There is complete film back interchangeability,—a traditional features of Bronica medium format cameras, ever since it was incorporated in the first Bronica camera in 1959. The film back is exchangeable freely, in daylight, by simply inserting dark slide, which makes it possible to choose that most suited for the work, from different film sizes and different formats. And, by using extra film backs, it's possible to intermix different color films or color and black-and-white, as required.

And, of course, this will reduce equipment on long assignments far from the studio.

Based on technological knowledge gained during long years of experience with the interchangeable film back system, maximum protection is provided against accidental force and shocks by incorporating double-locking safety features.

Zenzanon Interchangeable Lenses
The Zenzanon-S lenses for the Bronica SQ-A Series have all been newly designed, and are very compactly.

SQ-A Series have all been newly designed and are very compactly constructed, in spite of the lens shutter system, with grade-up in optical performance, too. Zenzanon lenses are widely recognized for sharp resolving power and natural color balance and available from super wide 40 mm to telephoto 500 mm, with a 2X tele-converter. And, automatic bellows attachment, close up lenses, filters,

professional lens hood, etc., are also

available, and are very effective when used with the Zenzanon-S lens -es.

## ely Versatile System with Combinations

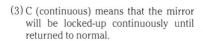
## Mirror Lock-Up System for Complete Prevention of Mirror Shocks

One of the chief attractions of the  $6\times6$  format is the large negative size and the resulting overall image quality, which is traceable to their sharpness, resulting from sharpness of the interchangeable lenses, flatness of the film plane, stability in camera handling, etc. And, mirror lock-up also contributes towards sharper pictures. The mirror can be locked up, first, and the shutter released at the proper moment. This will prevent vibrations from the mirror action, with only a quiet lens shutter action taking place. Mirror lock-up will also prove valuable for slow shutter speeds in studio work, for close-up work, macrophotography and long telephoto work.

(1) N (normal) is for shooting without mirror lock-up.

(2) S (single frame) is for shooting a single frame with mirror lock-up.





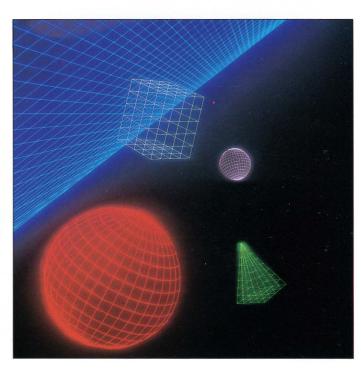




## Simple Creative Expressions—with Multiple Exposures

Another merit of the medium format camera is the ease with which multiple exposures are possible, while taking full advantage of the large format. Furthermore, multiple exposures are very simple, in the case of the SQ-A Series, with a flip of multiple-exposure lever.

This will make it possible to produce montages of a beautiful girl against a colorful sunset, or combine the sun and moon in one scene, or combine a slide-projected background with a portrature and thus produce illusions which do not exist. And, of course, the shutter can be cocked, without loading film, by utilizing the multiple-exposure lever, too.



#### **Function-Concentrated SQ-Am Control Grip**



Various function controls are concentrated on the grip of the SQ-Am, with built-in motor drive, giving it greater functional performance. Auto-winding, upon releasing the shutter, makes it possible to keep the eye glued to the finder eyepiece all the time, while a quick return effect is also produced in the reflex mirror action.

(1) Mode Selector Switch

OFF... All power switched OFF and shutter release is locked.

Sm .... Single exposure operation.

Cm.... Continuous exposure operations, while shutter release button is depressed.

(2) Shutter Release Button

Electromagnetic shutter release system has minimum loss of time and, therefore, no shutter chance is lost.

(3) Drive Button

Used to advance the loaded film to the first frame, as well as for multiple

(4) Overload Warning LED

Red-colored LED lights up when there is abnormal overload on the motor during film winding, and the motor stops to protect the circuit.

(5) Accessory Shoe

Hot shoe type. Full flash synchronization at all speeds up to 1/500 second with electronic flash units.

(6) Remote Control and External Power

 a. Remote control terminal for use in remote control shutter release operations.

b. External power terminal for taking power from an optional External Battery Pack S, as well as other power sources of DC 9V 5A.

## **SQ-A—Combinations Freely Made for Specific Assignments.** SQ-Am—Motorized Operations for Even Greater Mobility.



- 1. Depth of field preview lever
- 2. Lens release button
- 3. Shutter speed dial
- 4. Battery check button
- 5. Dark slide slit
- 6. Film plane mark
  7. Cable release socket
- 8. Film back release button
- 9. Multiple exposure lever
- 10. Film winding crank
- 11. Finder release button
- 12. Mirror lock-up switch lever
- 13. Shutter release button locking ring
- 14. Manual film winder
- 15. Neck strap stud
- 16. Aperture ring

- 17. Distance scales
- 18. Focusing ring
- 19. Depth of field scale
- 20. Lens alignment dot 21. Shutter speed scale
- 22. Magnifier
- 23. ASA/ISO film speed dial
- 24. Back cover release button
- 25. Exposure counter 26. Flash synch socket
- 27. Shutter release button
- 28. Focusing hood catch 29. Film type indicator frame

#### Specifications of the ZENZA BRONICA SQ-A

Туре	$6\mathrm{cm}\times6\mathrm{cm}$ format lens shutter single lens reflex camera, with interchangeable lens, film back, finder and focusing screen systems.
Frame size	55.6 mm × 55.6 mm
Film	120/220 roll film, 135 roll film in film cartridge and Polaroid pack films. (Exclusive film backs for each film type)
Standard lens	Zenzanon-S 80 mm F2.8 lens; interchangeable type; 6 elements in 4 groups; multi-layer anti-reflection coated; 51° angle of view; F22 minimum aperture; helical focusing from infinity to 80 cm.
Filter size	$67\mathrm{mm}$ diameter on $50\mathrm{mm}$ to $250\mathrm{mm}$ lenses; $95\mathrm{mm}$ diameter on $40\mathrm{mm}$ and $500\mathrm{mm}$ lenses.
Lens mount	Exclusive four-claw Bronica SQ bayonet mount.
Focusing	Helical focusing system built into each lens; angle of rotation 171° for standard lens.
Lens diaphragm	Fully automatic instant reopening lens diaphragm action; equal-distant aperture scale graduations; depth of field previewing.
Shutter	Electronic control SEIKO #0 between-lens leaf shutter; shutter speeds 8 sec. to 1/500 sec., without intermediate settings, plus T (time exposure); mechanical control 1/500 second.
Multiple exposure	Multiple exposure possible with lever on camera main body.
Mirror lock-up	Mirror lock-up possible with switch lever on the side of camera main body for a single or continuous picture taking.
Film back	Daylight loading interchangeable type; exclusive Film Backs of SQ 120 (12 exp.), SQ-J 120 (15 exp.), SQ 220 (24 exp.), SQ-J 220 (30 exp.), SQ 135-N, SQ 135-W and Polaroid Film Back S; with ASA/ISO film speed dial on Film Back SQ/SQ-J and ASA/ISO film speed switch on Polaroid Film Back S coupling to the finders with built-in exposure meter, when attached.
Finder	Interchangeable finder system.
Focusing screen	Interchangeable type; Standard type, supplied with camera, has split-image rangefinder spot surrounded by microprism ring and full-area matte screen.
Flash synchronization	X-setting (up to 1/500 sec.)
Battery checking	Red-colored LED lights up at front end of finder, outside screen area, when battery check button is depressed; also doubles as shutter closing signal.
Battery	Single 6-volt silver oxide battery (No. 544, PX-28 or 4G13) or alkaline manganese battery (No. A544 or 4LR44).
Dimensions	92 mm wide × 109 mm high × 179 mm long (SQ-A main body with standard lens, Film Back SQ 120 and Waist-level finder S).
Weight	1,500 grams (SQ-A main body with standard lens, Film Back SQ 120 and Waist-level finder S).



- 1. Depth of field preview lever
- 2. Lens release button
- 3. ON-OFF switch (AE Prism Finder S)
- 4. Battery check button 5. Dark slide slit

- 6. Film plane mark
- 7. Shutter speed dial
- 8. Film back release button
- 9. Hand strap
- 10. Shutter release button
- 11. Flash synch socket 12. Mode selector switch 13. Hot shoe
- 14. Manual film winder
- 15. Remote control terminal
- 16. External power terminal 17. Film type indicator frame
- 18. Battery chamber button

#### Specifications of the ZENZA BRONICA SQ-Am

The specifications of Type, Frame size, Film, Standard lens, Filter size, Lens mount, Focusing, Lens diaphragm, Shutter, Multiple exposure, Mirror lock-up, Film back, Finder, Focusing screen and Flash synchronization are as same as those for SQ-A model.

Film winding	Motorized automatic film winding action.					
Mode selection	Mode changes with mode selector switch on the handgrip, with three settings— OFF—All power is switched OFF and the shutter is locked. Sm—Single mode operation (single frame exposed). Cm—Continuous mode operation (consecutive frames exposed).					
Battery checking	Red-colored LED lights up at the rear end of the shutter speed scale window when the battery check button is depressed (for checking the electronic shutter 6-volt power source).					
Batteries	Single 6-volt silver oxide or alkaline-manganese battery for the electronic shutter system; Six AA-size alkaline-manganese or NiCd batteries for the motor drive system.					
Firing speed	Continuous shooting or single frame exposures at the rate of 3 frames per 2 seconds (approximately) is possible with the fastest shutter speed.					
Number of frames	Approximately 500 frames can be exposed when fresh alkaline-manganese batteries are use (at normal ambient temperature).					
Others	Drive button, Over-load warning LED, Shutter release warning LED, Remote Control terminal, External power terminal, Hot-Shoe.					
Dimensions	$144.5\mathrm{mm}$ wide $\times125\mathrm{mm}$ high $\times179\mathrm{mm}$ long (SQ-Am main body with standard lens, Film Back SQ 120 and Waist-level finder S).					
Weight	1,925 grams (SQ-Am main body with standard lens, Film Back SQ 120 and Waist-level Finder S but without batteries.)					

## Zenzanon-S Series Lenses-Provides Lens



## Shutters in the Traditional $6 \times 6$ Format.

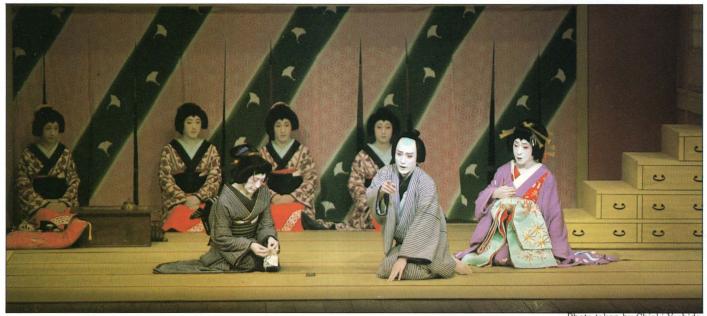
#### **Electronic-Control Lens Shutter, with** Synching at All Speeds up to 1/500 Second.

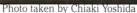
The electronic flash is a very important tool for the modern photographer because of its extremely short flash duration and fast recycling time, and the lens shutter is the ideal medium for it. Differing from the focal plane shutter, which is limited to 1/60 to 1/125 sec. synching speeds, the lens shutter synches at all shutter speeds, up to the fastest 1/500 sec., because the leaf shutter opens fully at all speeds. This makes it the ideal tool for daylight flash fill-in shots, as well as for shooting a fast-moving model in the studio, especially as there is a free choice of speeds and apertures for matching the mood.



#### The Ultimate in Lens Shutter Systems.

The lens shutter system has been developed jointly by Seiko and Bronica, based on the latest "mechatronic" (mechanical-electronic) technology, and provides professionals with a highly accurate shutter control system in which the leaf shutter is incorporated in each lens and the electronic control circuit is built into the camera body, with automatic coupling upon attachment. There is very stable performance at all shutter speeds from 8 to 1/500 sec., which are electronically-controlled plus a mechanically-controlled 1/500 second, without image distortion because the leaf shutter opens fully at all speeds.





# ZENZA BRONICA

#### Zenzanon-S Series Lenses— With 6 Gold-plated Terminals.

Zenzanon-S interchangeable lenses, from 40 mm to 500 mm, are noted for their great resolving power and superior image quality. Their natural color reproduction and superb color balance are widely acclaimed by professionals. The lens is attached by simply rotating it until locked into place. The lens is removed by simply depressing the release button and rotating the lens. And, the six electrical terminals on the lens, which match those on the body mount, show that the Zenzanon-S lenses incorporate a revolutionary electronic control system.

#### Zenzanon-S Lenses— Designed for Superior Performance, Great Resolving Power and Finest Contrast.



Zenzanon-S 40 mm F4

Zenzanon-S 50 mm F3.5



Zenzanon-S 80 mm F2.8

Zenzanon-S 105 mm F3.5





Zenzanon-S 150 mm F3.5

Zenzanon-S 200 mm F4.5





Zenzanon-S 250 mm F5.6



Zenzanon-S 500 mm F8

Tele-Converter S 2X



#### Zenzanon-S 40 mm F4

Super wide-angle lens for exaggerated perspectives and for wide-open space effects. Also, outstanding for pan-focus effects.

• Lens construction: 8-11 • Angle of view:  $87^{\circ}$  • F/4 ~ 22 • Min. focusing distance:  $0.4 \,\mathrm{m}$  • Filter:  $\phi$ 95 mm • Size:  $\phi$ 102 × 83 mm • Weight: 660 grams (35 mm equivalent focal length: 23 mm)

#### Zenzanon-S 50 mm F3.5

A superb wide-angle lens that is also convenient for snap-shooting.

• Lens construction: 8-10 • Angle of view:  $76^{\circ}$  • F/3.5 ~ 22 • Min. focusing distance: 0.5 m • Filter:  $\phi$ 67 mm • Size:  $\phi$ 82 × 62 mm • Weight: 560 grams (35 mm equivalent focal length: 28 mm)

#### Zenzanon-S 80 mm F2.8

Standard lens with well-balanced superior performance and a fast F2.8 lens speed.

• Lens construction: 4-6 • Angle of view: 51° • F/2.8 ~ 22 • Min. Focusing distance:  $0.8 \,\mathrm{m}$  • Filter:  $\phi$ 67 mm • Size:  $\phi$ 82 × 52 mm • Weight: 470 grams (35 mm equivalent focal length: 45 mm)

#### Zenzanon-S 105 mm F3.5

Sharp resolving power, coupled with superior performance at the close focusing range, in combination with the bellows attachment.

• Lens construction: 4-6 • Angle of view:  $41^{\circ}$  • F/3.5 ~ 22 • Min. focusing distance: 0.85 m • Filter:  $\phi$ 67 mm • Size:  $\phi$ 82 × 60 mm • Weight: 540 grams (35 mm equivalent focal length: 58 mm)

#### Zenzanon-S 150mm F3.5

Convenient medium range telephoto for portraiture and close-up shooting work.

• Lens construction: 5-5 • Angle of view:  $30^{\circ}$  • F/3.5 ~ 22 • Min. focusing distance: 1.5 m • Filter:  $\phi$ 67 mm • Size:  $\phi$ 82 × 61 mm • Weight: 590 grams (35 mm equivalent focal length: 80 mm)

#### Zenzanon-S 200 mm F4.5

Ideal for portraits and shots with background details eliminated, with telephoto lens perspective.

• Lens construction: 5-5 • Angle of view:  $22^{\circ}30'$  • F/4.5 ~ 32 • Min. focusing distance: 2.5 m • Filter:  $\phi$ 67 mm • Size:  $\phi$ 82 × 97 mm • Weight: 740 grams (35 mm equivalent focal length: 105 mm)

#### Zenzanon-S 250mm F5.6

Pulls in distant landscapes and compresses foreground and background, in the true telephoto manner.

• Lens construction: 5-5 • Angle of view:  $18^{\circ}$  • F/5.6 ~ 32 • Min. focusing distance: 3.0 m • Filter:  $\phi$ 67 mm • Size:  $\phi$ 82 × 129 mm • Weight: 870 grams (35 mm equivalent focal length: 135 mm)

#### Zenzanon-S 500 mm F8

High performance telephoto with true telephoto lens effect; ideal for sports shots, wild-life shots and distant shots.

• Lens construction: 6-7 • Angle of view: 9° • F/8 ~ 45 • Min. focusing distance: 8.5 m • Filter:  $\phi$ 95 mm • Size:  $\phi$ 102 × 255 mm • Weight: 1,890 grams (35 mm equivalent focal length: 270 mm)

#### Tele-Converter S 2X

Exclusive tele-converter for Zenzanon-S lenses doubles focal length, without increasing the minimum focusing distance. Converts 500 mm lens to 1000 mm for greatly enlarged images.

• Magnification: 2X • Lens construction: 5-6 • Lens diaphragm action: Coupled to fully automatic lens diaphragm action • Exposure factor: 4X (2 F/stops) • Size:  $\phi$ 84 × 53 mm • Weight: 500 grams

#### In Combination with Prime Lens

• Focal length: Double that of prime lens • Aperture coupling range:  $F2.8 \sim 45$  (with effective F/values of F5.6  $\sim$  90) • Photographic magnification: Double that of prime lens • Depth of field: One-half that of prime lens • Min. focusing distance: Same as prime lens • Recommended prime lens: Zenzanon-S 80 mm, 105 mm 150 mm, 200 mm, 250 mm and 500 mm lenses

### There are Finders for Any Requirement, with Built-In **Exposure Meter or Reflex Viewing.**

#### **AE Prism Finder S**

Specially-developed prism finder shows bright laterally-correct erect image and provides diaphragm-priority AE operation through the lens, with LED-illuminated shutter speed shown above focusing screen with half-stroke camera main body, when attached.

\* Exclusive for SQ-A and SQ-Am, but not for SQ model.

#### ME Prism Finder S

Prism finder for TTL manual exposure controls, coupled to the shutter speed dial on finder and aperture ring of lens, with green (•) LED display for proper exposure and red (+, -) LED display for over- or under-exposure warning appearing over focusing screen area.

#### MF Finder S

Waist-level finder for TTL match-LED exposure control (same as ME Prism Finder S) and an adjustable magnifier with -3 to +2 dptr range. Use for low-angle shooting, close-ups, copying work, etc., requiring careful composition.

#### Waist-Level Finder S

Distinct images produced with high-powered magnifier and effective screening of ambient light.

- Magnification: 1.15X (with standard 80 mm lens); (magnifier magnification is 3.6X)
  Finder field: 52.3 × 52.3 mm (94% × 94%)
  Magnifier: −1.5 dptr supplied; can be exchanged for magnifier in −4.5 to +1.5 dptr range.
  Size: 70 × 75 × 15 mm Weight: 115 grams

#### **Interchangeable Magnifiers for Finders**

Interchangeable magnifiers are available for replacement with the standard magnifier supplied. Therefore, choose one to suit the user's

- Power of magnifiers: -4.5D; -3.5D; -2.5D; -1.5D (standard); -0.5D; +0.5D; +1.5D
  Types of magnifier: Exclusive type for Waist-Level Finder S; common type for AE Prism Finder S, ME Prism Finders S and Prism Finder S.











- Magnification: 0.75X (with standard 80 mm lens)
   Finder field: 52.3 × 52.3 mm (94% × 94%)
- Exposure measurements: TTL full aperture, with 2 sillicon photocells; full area average reading; EV4~EV17 (at ASA/ISO 100)
- Film speed range: ASA/ISO 25 ~ 3200 Shutter range: 8 ~ 1/500 sec. (in stageless steps on Auto)
- Finder indications: Shutter speed setting as well as Over- and Under-exposure warning marks can be viewed by light-depression of shutter release button on camera body by red-colored LED display.
- AUTO/MANUAL switch: AUTO—AE automatically controls shutter speed, with LED display in finder; MANUAL—AE and body control circuits operate independently, with blinking LED display of recommended shutter speed.

  • Size: 72 × 134 × 61 mm • Weight: 380 grams
- Magnification: 0.75X (with standard 80 mm lens)
   Finder field: 52.3 × 52.3 mm (94 % × 94 %)
- Exposure measurements: TTL full aperture, with 2 CdS cells; full area average reading; EV4~ EV16 (at ASA/ISO 100)
- Film speed range: ASA/ISO 25 ~ 3200. Shutter range: 8 ~ 1/500 sec. (in 1/2 stop incre-
- Finder display: Color-coded 3 LED display of proper exposure (• green) and over- and under-exposure (+, red) over screen area.
- Size:  $78.5 \times 134 \times 61 \,\mathrm{mm}$  Weight: 390 grams
- Magnification: 1.0X (with standard 80 mm lens)
- Finder field:  $52.3 \times 52.3 \,\text{mm} (94\% \times 94\%)$
- Exposure measurements: TTL full aperture, with 2 CdS cells; full area average reading; EV4~ EV16 (at ASA/ISO 100)
- Film speed range: ASA/ISO 25 ~ 3200. Shutter range: 8 ~ 1/500 sec. (in 1/2 stop increments)
- Finder display: Color-coded 3 LED display of proper exposure (\* green) and over- and under-exposure (+, - red) on left side of screen.

  • Magnifier: Adjustable; - 3 to + 2 dptr range.
- Size:  $80 \times 83 \times 79 \,\mathrm{mm}$  Weight: 200 grams



#### **Prism Finder S**

Total reflection eye-level prism finder shows large, bright laterally-correct upright image. Compact, light-weight finder has high eyepoint, allowing eyeglass users to see field from edge to edge. Use with Speed Grip S for equaling 35 mm handling action.

- Magnification: 0.75X (with standard 80 mm lens) Finder field: 52.3 × 52.3 mm (94% × 94%)
- Magnifier: −1.5 dptr supplied; can be exchanged for magnifier in −4.5 to +1.5 dptr range.
   Size: 71 × 134 × 56 mm Weight: 310 grams

## Traditional Bronica Film Back System— Films.



## Free Choice of Formats and Films— with the Interchangeable Film Back System.

Film back is freely exchangeable, in the traditional Bronica manner. When spare film backs are used, it's possible to mix black-and-white and color films, interchange slide transparency and negative color films, or even use Polaroid film, almost like sheet film, as required by the photographic situation. Seven models are available for 5 types, or SQ 120/SQ-J120 for 120 roll film, SQ 220/SQ-J220 for 220 roll film, SQ 135-N/SQ 135-W for 135 roll film and Polaroid Film Back S for Polaroid Land pack film. All film backs are freely exchangeable in daylight, have various safety features and a film speed dial.



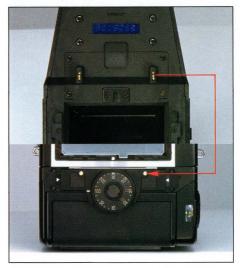




## With 5 Types for Different Formats and

## Automatic Coupling Film Speed Dial—For Meter Finders.

All interchangeable film backs have a film speed dial which couples automatically with through-lens metering finders, when attached. ASA/ISO film speed is automatically adjusted, even when film backs loaded with different film sensitivities are attached interchangeably. This is, of course, very convenient when using color slide film and color negative film interchangeably and, of course, is based on a design policy for professional users.



#### **Double Safety Mechanisms for Accident-Proof Film Backs**



Accidental Multiple Exposures and Blank Shots Prevented, as film is advanced with the film winding crank of the main camera body.



Dark Slide Safety Mechanism prevents detachment of film back without inserting dark slide and then pressing release button. And, shutter release is also not possible with dark slide inserted.



Back Cover Safety Mechanism requires squeezing left and right back cover release buttons towards each other, at the same time, to open the back cover.



Manual Film Winder can be used for loading film and aligning it to the start-mark, when loading spare film backs.

#### **Effective Film Back Uses**

The following uses are possible because film backs are freely interchangeable.

- (1) Speed up in continuous shooting sessions, by preloading film backs.
- (2) Different film types can be used interchangeably, such as black-and-white and color films, color negatives and color slide films, films of different sensitivities, etc. And, because exchanges are possible in mid-roll and daylight, exchanges can be made quite freely without disrupting sessions.
- (3) Film backs for different format sizes are available, which makes it possible to choose that most suitable for the shot.

#### Polaroid Film Can Also be Used

The Polaroid Film Back S, developed in cooperation with Polaroid Corp., makes it possible to use various Polaroid instant films, with the color or black-and-white print viewed in 15 to 60 seconds. ASA/ISO switch (75 and 3000 settings) couples to circuit of finders with built-in exposure meter.

Film	B&W or Color	Print Size	ASA/ISO	Developing
Type	D 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	(mm)	HOHITOO	Times (24°C)
665	B&W/negative	85×108	75	30 seconds
667	Black-and-white	85×108	3000	30 seconds
668	Color	85×108	75	60 seconds
669	Color	85×108	80	60 seconds
107	Black-and-white	85×108	3000	15 seconds
108	Color	85×108	75	60 seconds
87	Black-and-white	82×86	3000	30 seconds
88	Color	82×86	75	60 seconds

- 8 exposures per pack for each type of film.
- \* The actual picture image area with all film types is 55.6×55.6mm.



 $24 \times 36$ mm

Film Back SQ 135-N

• Size: 90 × 47 × 91 mm

• Weight: 495 grams





 $24 \times 54$ mm

Film Back SQ 135-W

- Size: 90 × 47 × 91 mm
- Weight: 495 grams





## **Accessories Available for Increasing Bron**



#### **Focusing Screen S**



Microprism/Split-Image (standard) Split-image spot with microprism ring; for general use.



**Microprism**Microprism spot for subjects without strong lines. Full area matte.



**Split-image**Central split-image spot; suitable for subjects with vertical lines.



Matte
Central matte spot.
For general use.
Also, slow lenses/
small aperatures.



**Grid-lines**Central matte spot and overall grid-lines. For composition work.



Microprism/ Split-Image



Matte

**Split-Image** For Film Back SQ 135 with  $24 \times 36$  mm and  $24 \times 54$  mm format size.

## ica Versatility.

#### **Automatic Bellows Attachment S**



Everyday subjects become works of art when captured on the  $6 \times 6$  format in close-ups, where photographic magnification is of prime importance. The accessory allows continuous magnification changes from 0.64X to 1.98X, with 80 mm lens, with automatic coupling of lens shutter and lens diaphragm actions. And, the Zenzanon-S 105 mm lens is recommended because it has been designed for optimum performance even at close focusing distances, while the AE Prism Finder S will provide full exposure automation.

Zenzanon-S	Magnification	Area Covered Length of One Side (cm)	ength of One Side Distance	
80mm	0.64 ~ 1.98	8.72~2.81	34.5~ 36.8	2.4~7.6
50mm	1.05~3.18	5.30 ~ 1.75	24.1~ 31.7	2.5~7.5
105mm	0.51 ~ 1.65	10.9 ~3.38	45.6~ 43.3	2.3~7.1
150mm	0.36 ~ 1.17	15.4 ~ 4.76	75.3~ 58.9	2.4 ~ 7.6
200 mm	0.27 ~ 0.88	20.6 ~ 6.33	120.9~ 82.3	2.4 ~ 7.6
250 mm	0.22~0.73	25.6 ~ 7.59	172.7 ~ 106.3	2.1 ~ 6.4

Value at time of minimum and maximum extensions of lens and bellows.

#### **Auto Extension Tube S-18 · S-36**



These tubes provide different magnifications for Zenzanon-S lenses (40 mm to 250 mm), without loss of automatic diaphragm action in close-up shooting.

S-18					S-36				
Lenses	Magnifi- cation	Area Covered (cm)	Focusing Distance (cm)	Expo- sure Factor	Magnifi- cation	Area Covered (cm)	Focusing Distance (cm)	Expo- sure Factor	
80mm	0.22	25.7×25.7	56.4	1.4	0.43	12.8×12.8	39.0	1.9	
	0.36	15.6×15.6	42.5	1.7	0.57	9.7× 9.7	35.4	2.3	
40mm	0.43	12.8×12.8	25.1	1.4	0.87	6.4× 6.4	22.1	2.0	
	0.62	8.9× 8.9	23.0	1.7	1.06	5.3× 5.3	22.0	2.2	
50mm	0.36	15.6×15.6	30.0	1.4	0.71	7.8× 7.8	24.7	1.9	
	0.51	10.9×10.9	26.5	1.6	0.87	6.4× 6.4	24.2	2.2	
105mm	0.17	32.2×32.2	82.0	1.4	0.35	16.1×16.1	53.6	1.8	
	0.35	15.8×15.8	53.1	1.8	0.52	10.6×10.6	45.1	2.3	
150mm	0.12	45.4×45.4	151.0	1.4	0.24	22.7×22.7	92.8	1.9	
	0.25	22.3×22.3	91.8	1.9	0.37	14.9×14.9	74.2	2.4	
200mm	0.09	60.7×60.7	259.0	1.4	0.18	30.4×30.4	154.0	1.9	
	0.19	29.0×29.0	149.0	1.9	0.28	19.6×19.6	118.0	2.5	
250mm	0.07	75.4×75.4	388.0	1.3	0.15	37.7×37.7	224.0	1.7	
	0.18	31.0×31.0	196.0	1.9	0.25	22.0×22.0	158.0	2.3	

#### Close-up Lens S No.1 · No.2



Provides simple close-up shooting when screwed on front of lens, either independently or together. Available individually. Focal lengths are  $67 \,\mathrm{cm}(\mathrm{No}.1)$  and  $33 \,\mathrm{cm}(\mathrm{No}.2)$ .

C.U.L.	No.1		No	0.2	No.1 + No.2		
Zenzanon-S	Magnifi- cation	Area Covered (cm)	Magnifi- cation	Area Covered (cm)	Magnifi- cation	Area Covered (cm)	
80mm	0.12~0.26	44.8~21.4	0.25~0.39	22.3~14.3	0.37 ~ 0.51	15.0~10.9	
50mm	0.08~0.21	73.7~25.9	0.15~0.29	36.7~19.3	0.22~0.36	24.7~15.6	
105mm	0.16~0.33	35.7 ~ 16.8	0.31~0.50	17.8~11.1	0.46~0.66	12.0~ 8.4	
150mm	0.22~0.37	25.3~15.1	0.44~0.62	12.6~ 9.0	0.65~0.85	8.5~ 6.5	
200mm	0.29 ~ 0.42	19.0~13.2	0.59~0.75	9.4~ 7.4	0.87 ~ 1.07	6.4~ 5.2	
250mm	0.36~0.51	15.3~10.8	0.73~0.93	7.6~ 6.0	1.09 ~ 1.33	5.1~ 4.2	

<sup>·</sup> Area covered is indicated by length of one side of a square.

#### Speed Light G1



Newly designed speed light primarily for medium format camera use with wide angle of illumination, and functions as Auto and Manual modes. Has high G.N. of 32, which can be controlled in four steps, i.e., Full, 1/2, 1/4 and 1/8 on Manual enabling easy daylight flash fill-in photography.

#### Speed Grip S

Provides the SQ-A with fast handling action, equal to 35 mm cameras. Has film winding lever for shutter cocking and film winding, as well as shutter release and hot shoe.



#### **Other Accessories**











#### **Professional Lens Hood S**

Adjustable extensions, up to 46 mm, for cutting distracting glare and reflections.

- For use with 50,80,105,150,200 and 250mm lenses.
- Filters: Screw-in 67 mm glass filter and 75 mm sq.
- Size:  $128 \times 143 \times 80 \,\mathrm{mm}$  (Folded)
- Weight: 230 grams

#### Remote Camera Battery Pack E

For keeping battery under cover in freezing temperature, when battery performance drops, with cord connection to the camera.

#### Focusing Lever S

For speedy, smooth focusing action when placed over the focusing rings of the 50, 80, 105, 150 200 and 250 mm Zenzanon-S lenses.

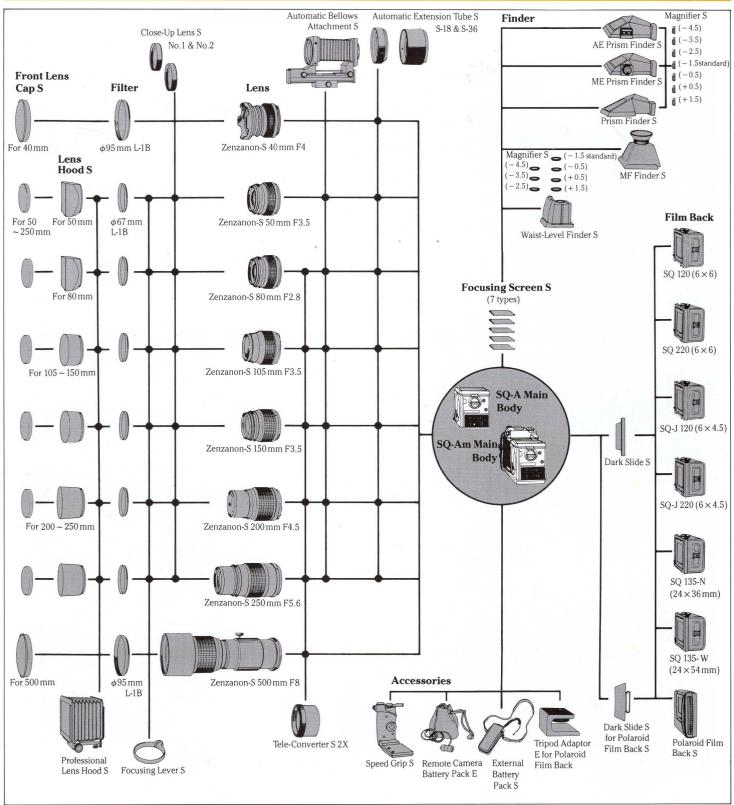
#### Tripod Adapter E

(For Polaroid Film Back)

For use on large tripod heads, when using the Polaroid Film Back S, in order to raise the large Film Back above the tripod head face.

## The Multi-Format Camera———

## 5Q-A·SQ-Am



Changes in specifications and/or designs may be made without advance notice.

#### BRONICA CO.,LTD.

2-11 Shin-Ogawamachi Shinjuku-ku, Tokyo 162, Japan Telephone: Tokyo (03) 267-0211 Cable Address: "BRONICA TOKYO" Telex Call No.0232-2096 BRONC J

#### GMI Photographic, Inc.

P.O. Drawer U, 1776 New Highway, Farmingdale, New York 11735 TEL: (516) 752-0066

