

CODE NO.  
C13-2221-211

DESCRIPTION  
Canon AF 35M w/lens  
38mm f/2.8 and built-in  
flash in case.

Canon **AF35M**  
**SURE SHOT** 

## Canon's Do-It-All 35mm



### SPECIFICATIONS

**Lens:** Canon Lens 38mm f/2.8.

**Construction:** 4 elements in 3 groups.

**Focusing:** Canon Auto-Focus System (CAFS), Active type with Pre-focus (focus lock) mechanism.

**Automatic Focus Shooting Range:** 0.9m (3 ft.) to infinity ( $\infty$ ).

**Filter Thread Diameter:** 48mm

**Shutter:** Electric shutter. Shutter blades serve as diaphragm blades.

**Automatic Exposure Mechanism:** Programmed EE with an SPC (Silicon Photo Cell).

**Meter Coupling Range:** EV 6 (f/2.8 at 1/8 sec.) to EV 17 (f/16 at 1/500 sec.) with ASA 100 film.

**ASA Film Speed Scale:** ASA 25 — 400 in one-third step increments.

**Viewfinder:** Bright frame finder with parallax correction frame for close focusing. 0.5X magnification. 85% vertical and horizontal coverage of actual picture area.

**Viewfinder Information:** Picture frame (1m —  $\infty$ ), parallax correction frame (0.9m — 1m), auto-focus spot, zone-focus scale and index (to check auto-focus), camera shake warning/battery check lamp (LED lights up), also serves as "use flash" indication.

**Film Winding and Rewinding:** Automatic winding and rewinding by a mini-motor. Winding speed, less than 1 frame/sec. Rewinding speed, 36 frames within 30 sec. Both operations indicated by lamp and film transport indicator. Winding automatic upon release of finger from shutter button after exposure. Rewinding automatic upon pressing rewind button and pushing power rewind switch.

**Film Loading:** Via multi-slot take-up spool.

**Flash:** Built-in. Pop-up type. Automatic flash exposure for flash mode auto-focusing range.

**Flash Power Source:** Power source automatically switched off when flash head is pressed down into the camera body.

**Recycling Time:** (Interval between firing of flash and relighting of pilot lamp with new alkaline-manganese batteries): About 8 sec.

**Flash Guide Number:** 14 for ASA 100 film (in meters), and 23 for ASA 25 film (in feet).

**Number of Flashes:** Two rolls of 36-exposure film (when flash is fired in 30-sec. intervals with new alkaline-manganese batteries).

**Color Temperature:** Same as that of average daylight.

**Back Cover:** Opened by pressing back cover latch.

**Frame Counter:** Additive type. Counts back frames as film is rewound. Automatically resets to "S" upon opening back cover.

**Self-Timer:** Delay of about 10 seconds activated by setting selftimer lever and pressing shutter button. Self-timer setting can be nullified before shutter release.

**Power Source:** Two AA-size alkaline-manganese (LR6) batteries. NiCd batteries cannot be used.

**Running Ability:** Under normal temperatures, about thirty 36-exposure films or two 36-exposure films when using flash, with alkaline-manganese batteries.

**Tripod Socket:** CU 1/4".

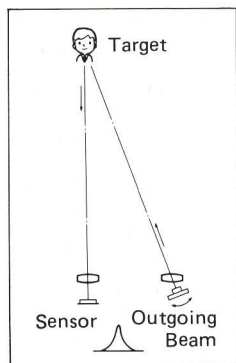
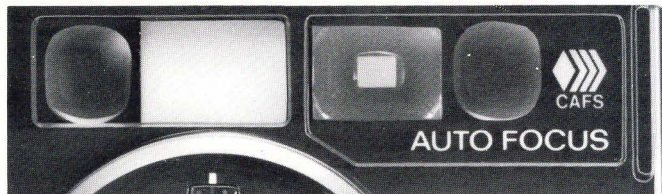
**Dimensions:** 132.4mm(W) x 53.6mm(D) x 76.9mm(H); 5-3/16"(W) x 2-1/8"(D) x 3"(H).

**Weight:** 405g (14-1/4 ozs.) including batteries.

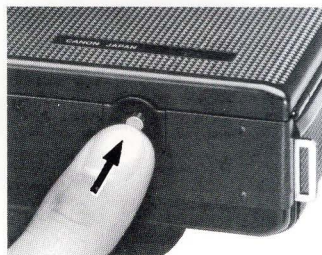
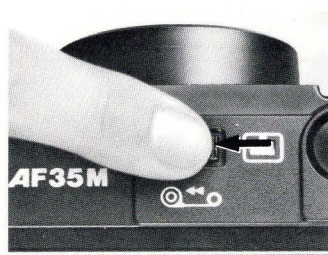
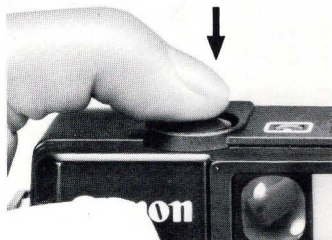
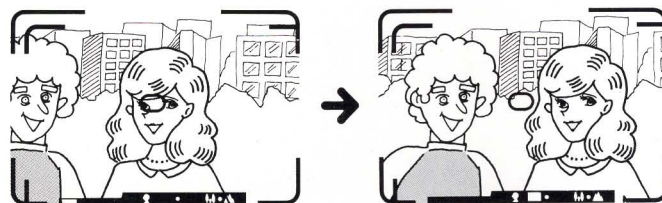
Subject to change without notice.



# SELLING POINTS



Canon  
Active Auto-focus System



## 1 Automatic Focus and Focus Lock

The Canon AF 35M incorporates a unique auto focus system which works perfectly in any light. A central area in the viewfinder shows the "target" for auto focusing. When this area is lined up on the subject and the shutter button is pressed, the lens is focused automatically for perfect sharpness.

Should the user wish to focus on a subject that is not in the center of the finder area, he simply moves the self-timer/pre-focus lever, aligns the focusing "target" over the subject and presses the shutter button. There will be a ten-second delay while the user re-composes his image. During this ten seconds, the shutter button may be pressed again, thereby making the exposure.

### Canon's Technical Innovation

The unique auto focus system incorporated into the AF 35M is the Canon Auto-Focus System (CAFS) active type developed by Canon. The active type relies on strong infra-red emitting diode (IRED) sent out from the camera instead of relying on collecting the light from the target, for processing into the focus setting of the motor-driven lens. The special advantage from emitting infra-red beam is that even in total darkness, the main subject can be distinguished by the camera and distance measured because sufficient illumination is thrown on the subject to collect the reflection.

Even in situations when taking pictures of certain indistinct, low-contrast, or glossy, subjects with little or no reflection, Canon has a solution to the problem. By using the pre-focus lever for focus lock and aligning the focusing "target" on another higher contrast, substitute subject nearby with a higher reflection (provided the camera to subject distance is not altered by shifting the shooting position), the user will be assured of perfectly sharp pictures. He has ten-seconds to re-compose the picture before pressing the shutter button again for the exposure.

## 2 Automatic Winding

With the AF 35M, winding after tripping the shutter is automatic. Instead of having to use separate attachment-type winder accessory, the camera has a built-in battery-powered motor which automatically advances the film after each exposure. The employment of the conventional winding lever became unnecessary. The top of the camera is smoothly rounded off because the lever has been eliminated.

## 3 Automatic Rewinding

The AF 35M also features motorized automatic rewinding. After exposing a roll of film, the film is rewound by battery-powered motor which pulls the film back into its cartridge. Whether using 12, 20, or 36-exposure film, the user can start and stop automatic rewinding at will by seeing the frame counter which counts backwards as the film is rewound. There is no need for manual rewinding and again the camera top is exceptionally sleek because the usual rewinding crank on the camera body has been eliminated.

## 4 Automatic Exposure

The AF 35M features programmed automatic exposure. The only requirement for the user is to set the ASA film speed on the camera. Shutter speed and aperture are automatically adjusted to give optimum exposure. Shutter speed ring and aperture ring have been eliminated to simplify using the camera.

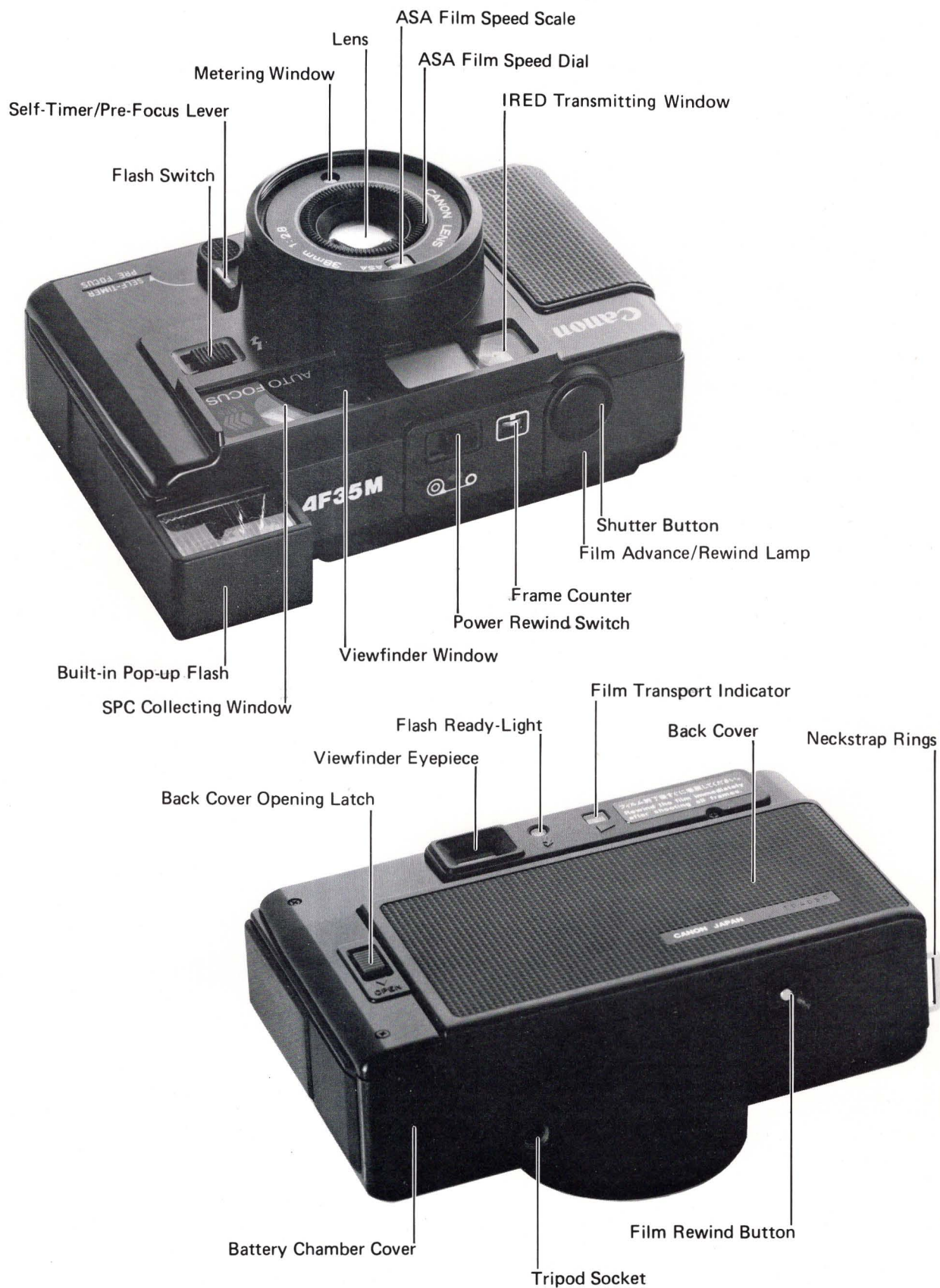
## 5 Automatic Flash

The built-in pop-up flash is one of the outstanding features of the AF 35M. The pop-up method is a vast step forward in convenience as

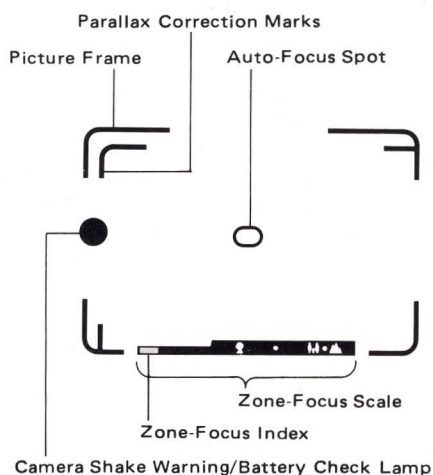
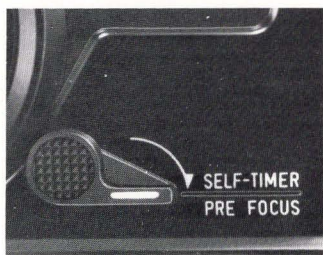
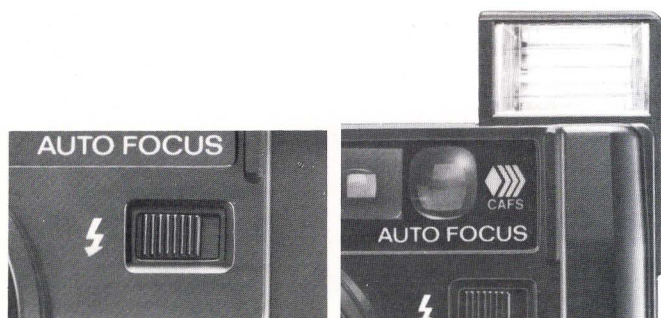
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# NOMENCLATURE



## SELLING POINTS



separate flash unit need not be carried. The built-in flash of the AF 35M will set the camera for the proper sync. speed and lens opening in only a few seconds after it is popped up. As long as the user remembers that the flash coupling distance is between 90cm (3 ft.) and 5m (16.4 ft.) away and places the subject within this distance, the camera will automatically focus on the subject as in the case of usual non-flash photography. When the flash is not used, it is pushed into its compartment all the way down flush with the camera top.

### 6 Self-Timer

The self-timer/pre-focus lever has the dual purpose of delaying the shutter release and locking the focusing mechanism in special focusing situations. In self-timer photography, the subject is automatically focused at the moment the shutter button is pressed. But the shutter is, of course, released after a delay of ten seconds. Using flash in self-timer photography is also possible.

### 7 Viewfinder Information

Besides containing the subject's image, the AF 35M's bright frame viewfinder also contains easy-to-see information. During the battery check operation and in dim light requiring longer exposures which raise difficulties in hand-held shooting, a red lamp glows to the left of the viewfinder. At the edges of the viewfinder, there are parallax correction marks to facilitate close-up picture composition. In the viewfinder center is the obvious auto-focus spot. At the bottom of the viewfinder are the various symbols to indicate focusing distance. The green zone focus index mark shifts to the focusing distance which the camera has selected at the moment shutter is released.

### 8 Canon Sharpness and Color

The AF 35m camera employs semi-wide-angle 38mm f/2.8 lens. This lens is designed to give vivid images with excellent color rendition and sharpness. The filter thread size is 48mm. As the filter fits directly above the metering window, the metering system of the camera automatically takes into consideration filter factors for proper exposure.

## ACCESSORIES

CODE NO.	DESCRIPTION
C46-1081	Case for AF 35M
C56-1201	Neck Strap 10
CA1-1816	Lens Cap 48 AF 35M