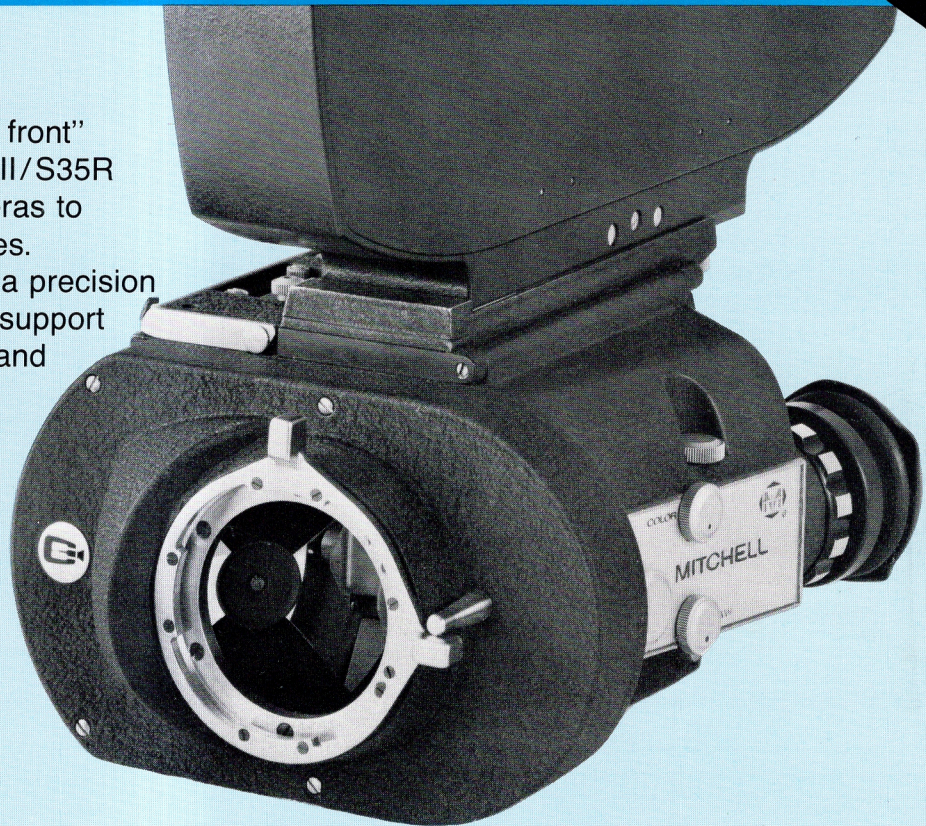


Cinema **NEW** from **Products**

BNCR-Type "Hard Front" Conversion for Mitchell Mark II/S35R Cameras

Cinema Products' new "hard front" conversion for Mitchell Mark II/S35R cameras permits these cameras to accept all BNCR-mount lenses. This "hard front" consists of a precision made front casting and lens support system which can be easily and simply interchanged with the existing front casting on Mitchell Mark II/S35R cameras.*

*The front casting is secured to the camera body by six screws.




Now – A Totally Compatible BNCR-Type Camera Lens Mount System

The new "hard front" conversion for Mitchell Mark II/S35R cameras completes Cinema Products' implementation of a filming system whereby users of all the leading and most popular cameras in professional 35mm cinematography – such as the SPR, the BNCR, the Arri 2C and 35BL, Cinema Products' own new XR35 lightweight studio camera, as well as the Mark II/S35R cameras – all can now enjoy the many benefits of a totally compatible camera lens mount system which permits complete interchangeability of all BNCR-mount lenses.

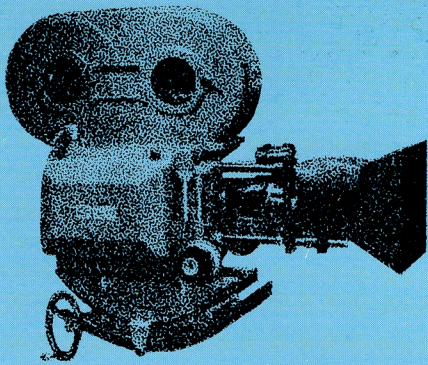


Mitchell Mark II/S35R camera, shown with Cinema Products' new "hard front" conversion and Canon 55mm high-speed aspheric lens. Also shown is Cinema Products' new lightweight "QUAD" 1000 ft. magazine.

Cinema  **products**
CORPORATION

Technology In The Service Of Creativity

2044 Cotner Avenue, Los Angeles, California 90025
Telephone: (213) 478-0711 ■ Telex: 69-1339 ■ Cable: Cinedevco



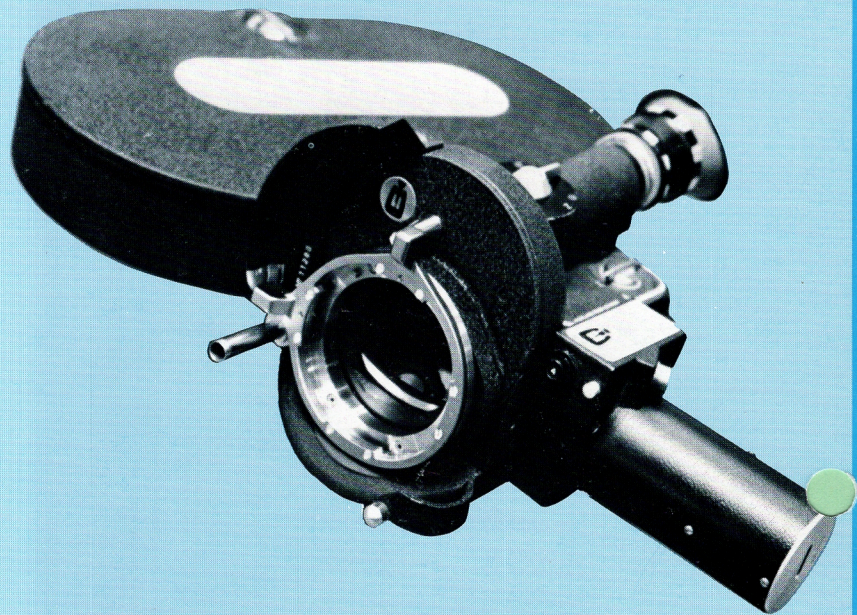
OUR "HARD FRONT"
MAKES IT EASY...
for the Arri 35 to accept
reflexed BNC-mount lenses.



For a production company using both BNC and Arri 35 cameras, this eliminates the costly duplication of lenses, and assures that all scenes will intercut consistently since they would all be shot with the same set of lenses.

The new Cinema Products designed "Hard Front" for the Arri 35 incorporates a BNC mount which eliminates the need to remount reflexed BNC lenses to a smaller diameter, or to change the mount on the BNC. The "Hard Front" also makes it possible for the Arri 35 (normally light-cone limited to f1.4) to accept the new faster lenses which require a larger diameter mount. In addition, with a massive, positive locking BNC mount, even the heaviest lenses will seat securely on the Arri 35.

The new Cinema Products designed "hard front" features a precision fitting light weight magnesium front casting, which is rigidly secured with four mounting screws; a lens bore made of stainless steel for positional accuracy; and an easy grip BNC-type locking ring to secure the lenses.



Cinema E products
CORPORATION

Technology In The Service Of Creativity

2044 Cotner Avenue, Los Angeles, California 90025
Telephone: (213) 478-0711 ■ Telex: 69-1339 ■ Cable: Cinedevco