

The electronic age comes to 2 $\frac{1}{4}$ -square slr photography

BRONICA EC

with electronically controlled shutter

The use of solid-state electronics to control shutter speeds gives the Bronica EC photographer an assurance of shutter accuracy and exposure constancy vastly superior to any previously available. And its implications for future advances go far beyond these immediate benefits.

Along with this unique shutter, the Bronica EC provides numerous other important innovations. New facilities include interchangeable finder screens, a unique split mirror, locking synch terminal and sequentially-folding finder hood, to name a few.

Naturally, the EC retains such traditional Bronica advantages as automatic mirror and diaphragm action and true modular system versatility. A new array of interchangeable finders—including a shutter-coupled thru-the-lens meter system—plus film backs and other accessories has been designed specifically for use with the EC. At the same time, it accepts the full, present complement of Bronica lenses with its incomparable Nikkor and Zenzanon optics, as well as present lens attachments and extension tubes.

Nothing has been spared to make the Bronica EC the most reliable, most ruggedly built camera of its type. Yet it handles with a speed and ease that would do credit to a fine "35", while offering the advantages of convenient ground-glass composition and easily enlargeable 2-1/4 x 2-1/4 format. In short, the Bronica EC combines the most advanced technology and widest photographic capabilities in a truly magnificent camera.



Super-Accurate Shutter

Electronically controlled speeds—Solid-state circuitry maintains far greater speed accuracy in conforming to marked settings than ever before possible. Furthermore, unlike mechanical shutters, every speed is precisely repeatable time after time, even under extreme temperature conditions. Result is assurance of exposure uniformity that is particularly vital for critical work, such as advanced color photography. EC shutter uses standard long-life silver oxide batteries housed in bottom of camera. Battery check is built in.

Faster curtain travel—Bronica EC shutter traverses picture area in less than 15 milliseconds, faster than most fine 35's. This not only contributes to speed accuracy but also prevents image distortion sometimes produced by more primitive, slow-travelling focal plane shutters of other, earlier cameras.

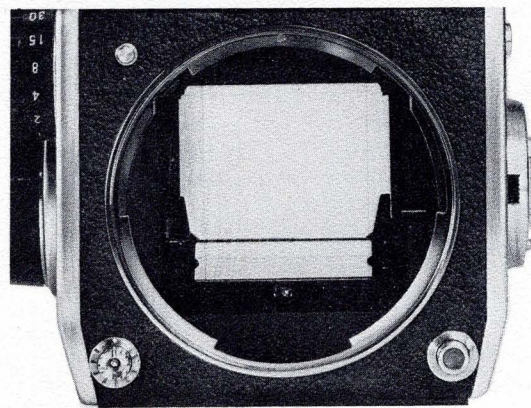
Expanded range of speeds—4 seconds to 1/1000th plus B. Selected exposure speed is visible from above.

Exposure meter coupling—Bronica EC is first 2-1/4 x 2-1/4 slr to offer shutter-coupled thru-the-lens exposure control (with accessory Electro Control Meter).



Unique Instant-Return Mirror

When shutter is released, lower part of mirror slides down while upper part flips up and momentarily covers the finder screen. Mirror automatically returns to precise viewing/focusing position the instant the exposure is completed. Unique, split design greatly reduces mirror shock and noise. Also eliminates need for separate curtain or baffle to keep light from reaching film through finder, resulting in simpler, sturdier construction. Because mirror is extra large, there is no finder image cutoff even with long telephoto lenses. **Independent mirror lock**—EC mirror may be locked in "UP" position prior to exposure.

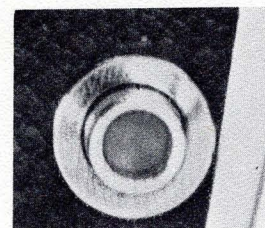


Instant-Reopen Diaphragm

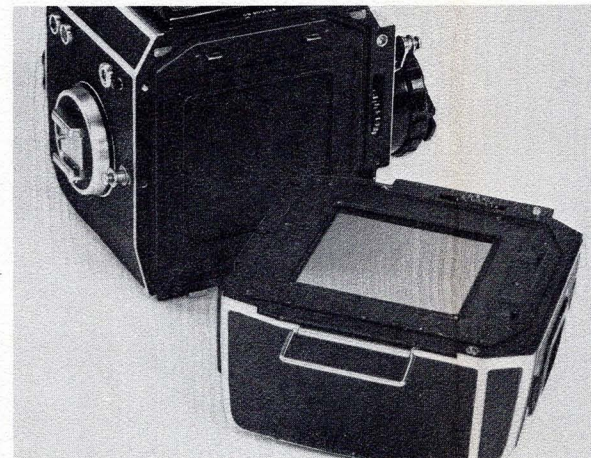
Permits viewing and focusing with lens wide open. During exposure, lens stops down to preselected aperture and then, automatically, reopens fully. This feature, in conjunction with instant-return mirror, maintains constantly bright finder image, before and after exposure.

Depth-of-Field Previewer

Permits stopping down diaphragm to preset "taking" aperture without making an exposure.



Interchangeable Film Back



Makes it possible to change films at any time, without loss of a single frame. FIL-MINDER feature permits attaching back without paying attention whether film has been advanced or shutter cocked. Operating the film/shutter transport automatically performs only the required function. Control dial may be set either for auto-

matic double-exposure prevention or for multi-exposures on same frame in perfect registration. Back remains on camera body while cocking shutter for multi-exposures.

Protective dark-slide must be fully inserted before back can be detached and cannot be removed unless back is attached to camera. Shutter will not fire unless dark-slide is completely removed. EC backs have handy receptacle for storing dark-slide while taking pictures.

The insert which holds film within EC back is also interchangeable. Carrying extra, pre-loaded inserts permits rapid reloading after film is completed, without detaching back. Every EC rollfilm back and insert handles both 120 and 220 film. Built-in auto-reset counter may be programmed for 12 or 24 exposures by means of selector dial. Counter window is visible from above for convenient reference. Handy frame holds film box tab identifying film loaded in back:

Interchangeable Finders

Standard, self-erecting hood has flip-up 4x magnifier (which interchanges with accessory diopter-correcting magnifiers). Using unique construction, sides of hood fold down in sequence, automatically, at a single touch. Standard Hood interchanges with accessory Electro Control Meter, Magnifying Hood and Eyelevel Prism Finders.



Interchangeable Finder Screens

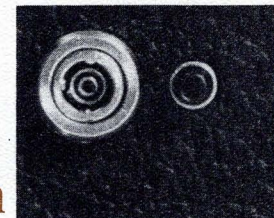
Standard screen is Fresnel-type with microprism spot. Frame holding screen flips up to permit instant interchange with any of several accessory types: Split-image focusing spot, plain matte spot, or all-over matte surface.



Improved Film/Shutter Winding



Advances film and cocks shutter with just two turns of rapid fold-away crank or ratchet-wind knob. Action is remarkably smooth, positive and quiet.



Improved Synchronization

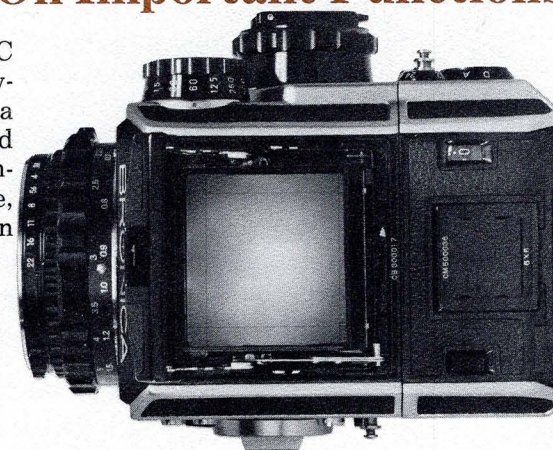
Bronica EC offers X-synch to 1/60th second, FP-synch to 1/1000th. Synch terminal automatically locks any PC cord against accidental withdrawal, releases cord at touch of button.

Interchangeable Lenses

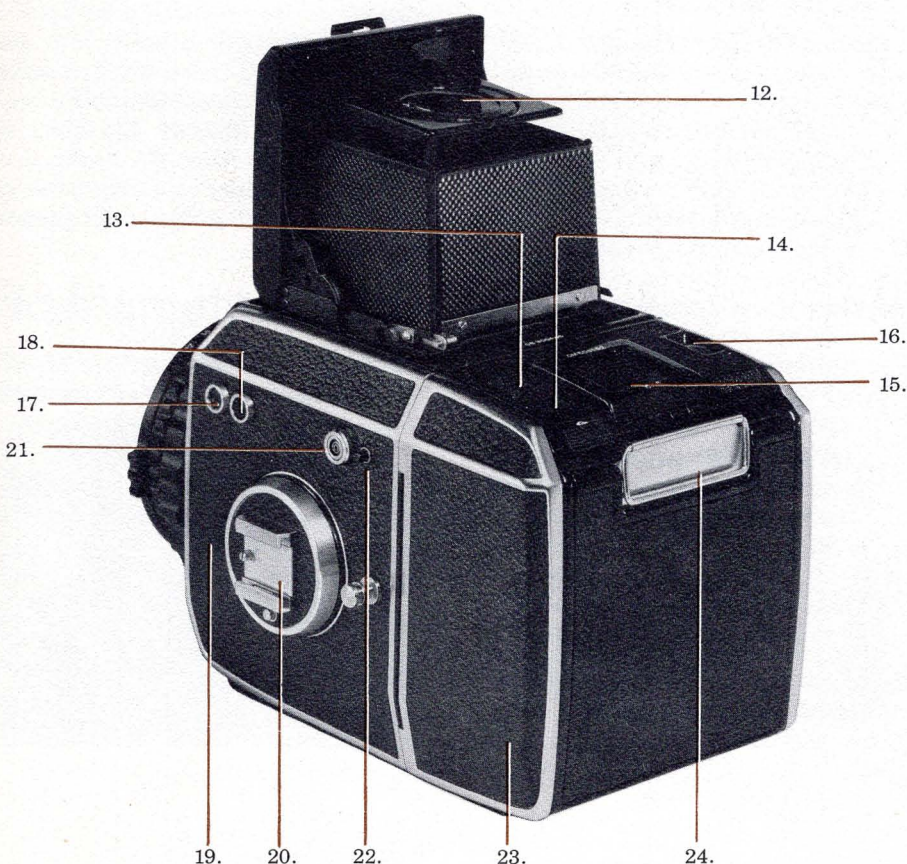
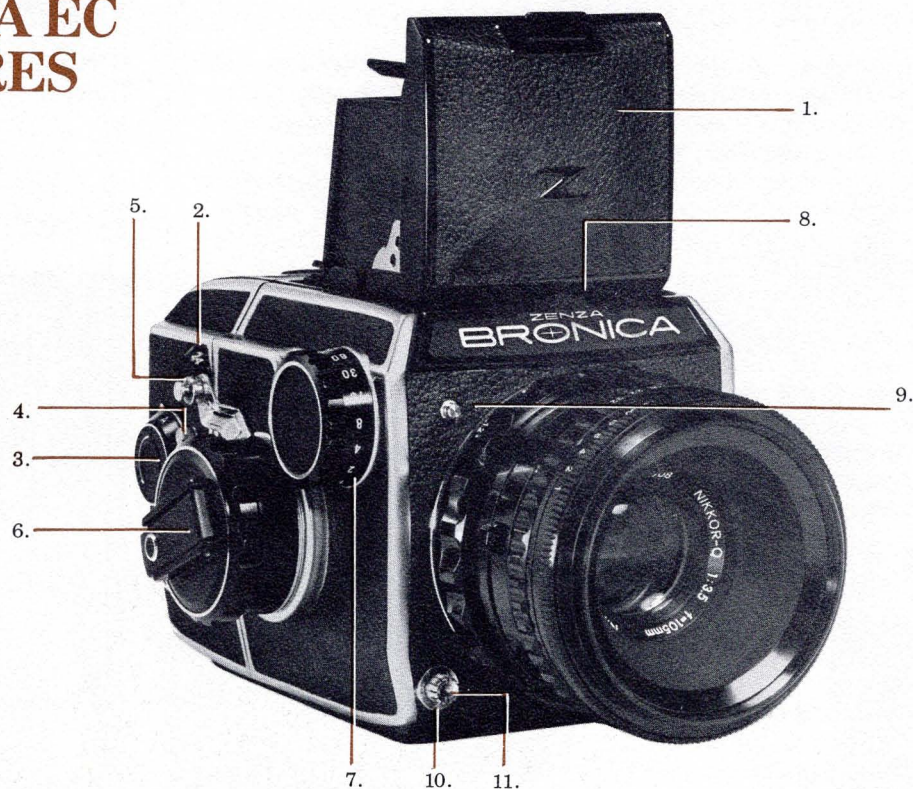
Bronica EC accepts all lenses in the Bronica S2A system. This array of world-famous Nikkor and Zenzanon optics is unsurpassed in all of 2-1/4 x 2-1/4 for sharpness and color quality. They not only offer uniformly excellent performance, throughout the available range from 40mm to 1200mm focal length, but also are priced well below corresponding lenses for other high quality 2-1/4 slr's.

Instant Check On Important Functions

Looking down on Bronica EC in shooting position, following controls are visible at a glance: Selected shutter speed and aperture, exposure counter, focused subject distance, film type, and dark slide in storage receptacle.



BRONICA EC FEATURES



1. Sequentially folding finder hood
2. Exposure counter programming dial
3. Manual film transport
4. Multiple exposure control
5. Neckstrap stud (swivel mounted)
6. Film/shutter transport knob with fold-out crank
7. Shutter speed selector
8. Release for interchanging finder
9. Focusing mount release
10. Shutter release
11. Cable release socket
12. Interchangeable magnifier
13. Back cover lock/release
14. Back cover opening button
15. Film box tab frame
16. Exposure counter
17. Shutter battery check light
18. Shutter battery check button
19. Mirror lock control
20. Accessory shoe
21. Locking PC synch terminal
22. PC cord release button
23. Interchangeable film back
24. Dark slide receptacle