

MEC 76 SB

News

You too...



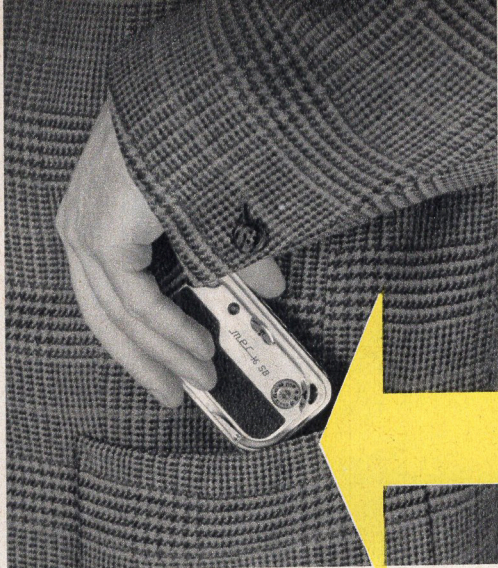
Today everybody is a participant. Life is richer; the tempo is faster, and changes are rapid. All of the many innovations, happenings, and changes, one wants to record, to review at one's leisure at a later date. That's why photography is so popular today, and that's why most everybody wants to own a camera.

What constitutes an "ideal" camera is described differently by diverse people, depending on their temperaments. One feature, however, is stressed in every description—convenience. A camera should be easy to operate, make uniformly excellent photographs, and it shouldn't be bulky—it should be convenient. It should be always ready, small, handy, something to be used seven days a week—not just on Sundays, and not only as a showpiece to be toted around to give the effect of added prestige. The camera must fit the handbag, or pocket.

Necessity is the Mother of the development of the compact camera—the camera of the future. In the following pages you will become acquainted with the newest model of the precision 16 mm. compact camera—the MEC 16 SB. Because of the MEC 16 SB's compactness, precision, and reliability, YOU, TOO can follow the modern trend.

The MEC 16 SB is the only camera in the world that brings you the ultra convenient feature of the built-in fully coupled automatic exposure meter, with its sensing element located at the film plane, where it counts.





The right size

A camera can be too small. A film size that is too small results in color slides or prints that cannot satisfy high quality demands.

The compact MEC 16 SB film size is 10×14 mm. It takes advantage of the highly developed motion picture processing techniques, and retains valuable quality reserves.

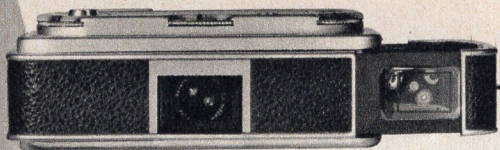
These reserves are important; the results are not marginal. The MEC 16 SB is a compact pocket camera in the true sense of the word. It isn't carried over the shoulder, but fits conveniently in pocket or purse.

Needlesharp pictures—automatically. In practice, a picture is not necessarily always needle-sharp, or completely out of focus. There are many in-betweens. Such picture results frequently happen, in spite of proper focusing, due to camera movement. Pictures of that kind are "just passable;" they are not really sharp. With the MEC 16 SB, such mishaps do not occur. The compact MEC 16 SB, though it is compact, is handy, fits into the palm of your hand, yet is big enough to eliminate camera shake.

All scales on the MEC 16 SB, are easy to read. For comfort and facility in handling, the MEC 16 SB rates a big "A." It is easy to use, even if you operate it with gloves on.



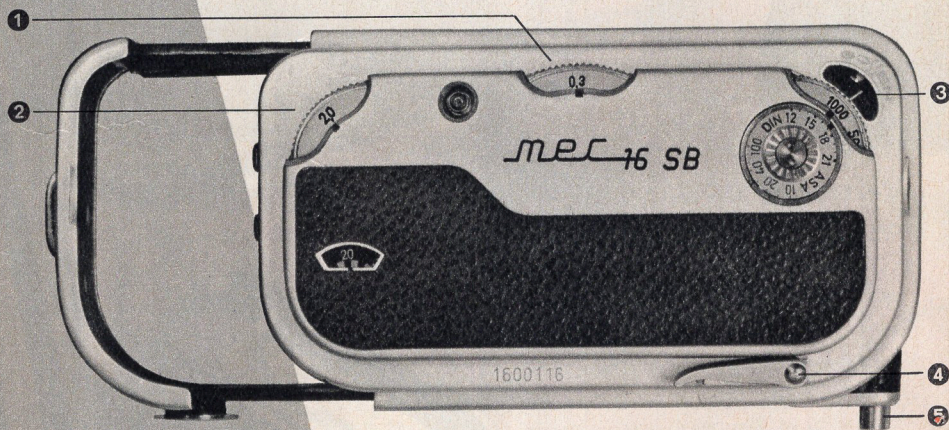




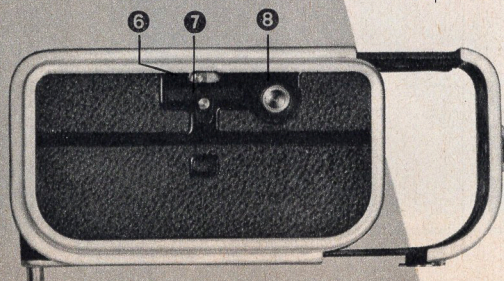
The lens of the MEC 16 SB is deeply recessed and protected inside the camera body. This makes the use of a sunshade unnecessary, even when using filters. You cannot accidentally get fingerprints on the lens.

The illustration shows the well planned position of the MEC 16 SB dials. The engraved figures are contrasted against the background so that they can be recognized even in very dim light.

Most of the time you don't even have to bother about setting or changing these dials. Set the focusing on S (snapshot) and the shutter speed to $\frac{1}{125}$ sec. (these two settings are lettered in green). The third element in this combination, the *f* stop, is selected automatically to the exact value by rotating the *f* dial until the pointer of the exposure meter coincides with the marker.

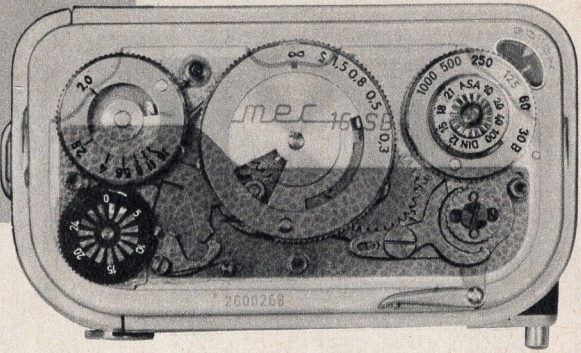


On this side is the tripod socket, the practical filter slot, and the film type indicator (color or black-and-white). The filter is perfectly secured; its value is engraved on the handle, and is automatically included in the exposure determination by the exposure meter.



- 1 focusing
 - 2 *f* stops
 - 3 shutter speeds
 - 4 rapid film transport
 - 5 release button with cable release thread
 - 6 film type indicator
 - 7 filter slot
 - 8 tripod socket (flash gun attaches hereto)
- } coupled with the exposure meter

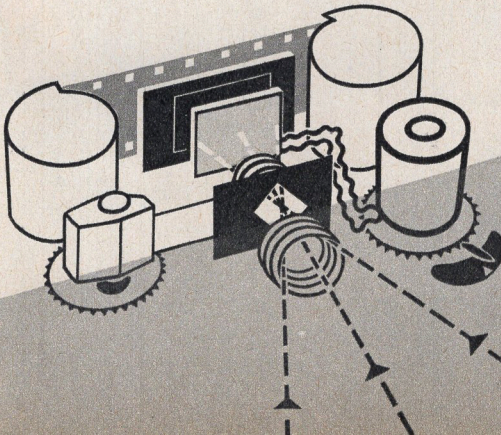
This phantom illustration shows an inside view of the camera mechanism. The high precision of this robust, sophisticated mechanism guarantees a perfectly sequenced operation.



The first and only Camera in the World with the „Integrated Exposure Meter“

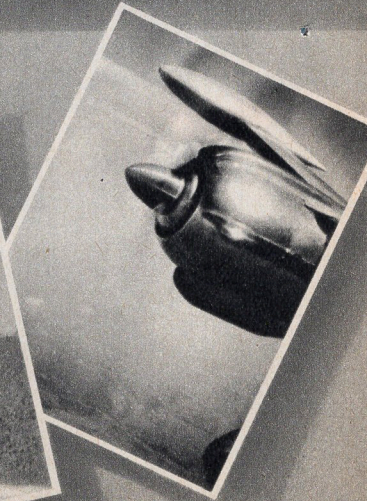
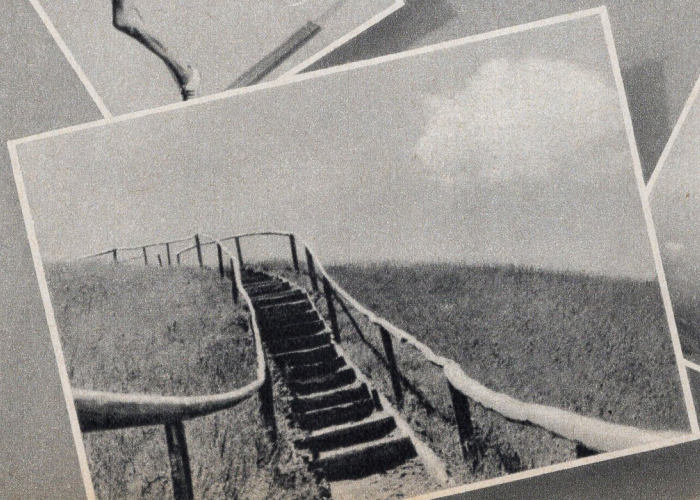
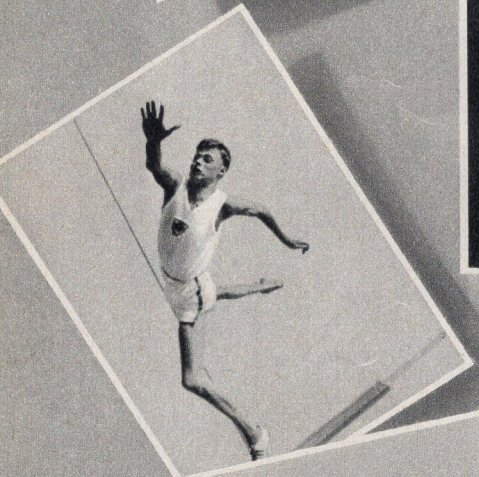
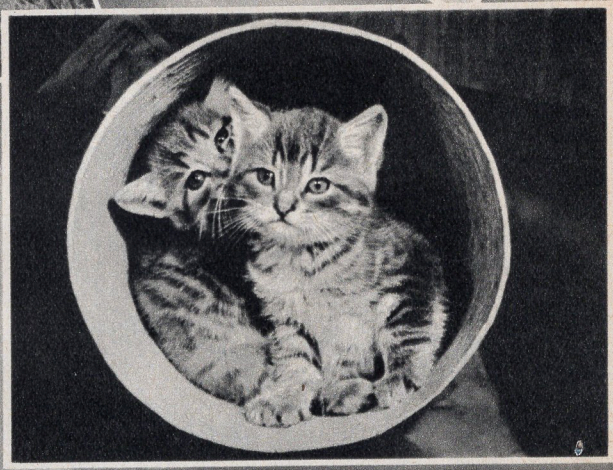
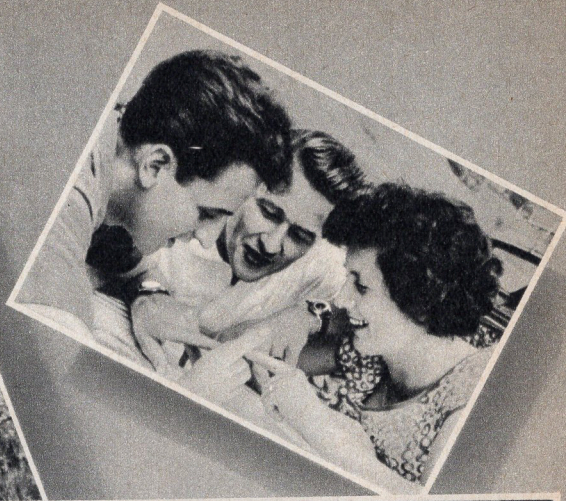
The MEC 16 SB! A built-in exposure meter is a must with today's modern photographic techniques. There is hardly a camera of rank and name left, that does not have a built-in exposure meter. Naturally, the MEC 16 SB has a built-in exposure meter; it was produced by GOSSEN, the world renowned manufacturers of exposure meters. And the exposure meter movement is fully coupled to both the shutter speeds and the lens diaphragm!

What does "integrated exposure system" mean? It means the utmost in convenience. Externally it can be recognized by the fact that there is no visible exposure meter cell anywhere on the camera. This paradox is easily explained; the exposure meter cell is located behind the camera lens. This arrangement guarantees that only the light which will actually expose the film, while the photograph is taken, is measured. Even while using a filter (which absorbs some light), the exposure meter measurement is accurate. This technical advance, a first with the MEC 16 SB, is not found on any other still picture camera. Integrated exposure system means accurate, safe, secure measurement, taking into consideration all external factors, including filters that are in front of the lens. With the compact camera it is especially important to expose the film properly. Underexposed film is unusable. Even with slight overexposure there is, a loss of crispness and sharpness of the picture will be apparent. The designers of the compact MEC 16 SB regarded only the very finest exposure meter good enough for this camera.











Last — but not least.

The MEC 16 SB takes photographs from infinity to as close as 1 foot, without accessories. Any normal picture can be made without additional accessories. The viewfinder is parallax corrected. Even in closeups the correct framing can be seen immediately. The carrying chain is one foot long, and can be used for measuring distance. The lens is of short focus and has a much greater depth of field than normal lenses on 35 mm. cameras. (For depth of field, see table below.) The synchronization can be used with electronic flash units and normal flash lamps. All scale engravings are large enough to be read comfortably. The exposure counter shows the number of remaining unexposed frames (from 24 to zero). At "zero" the film transport is locked, thus preventing accidental picture taking with an empty camera. Rapid shooting is possible, since transport lever and camera release are located close together. Accidental double exposures are impossible. Release Button is locked while camera is closed. There is a built-in Film Type Reminder for black-and-white and color film. The filter slot closes automatically. Filters cannot be lost. In picture taking position the filter tab can be felt; this reminds the photographer about the presence or the absence of a filter. The lens is deeply recessed inside the camera body. A sunshade is unnecessary, even while using filters.

Rodenstock Heligon f 2/22 - Super lens

Optically, too, everything has been done to assure the utmost in utility with the MEC 16 SB. For a lens, the 6 element Heligon f 2/22, made by one of Germany's most famous lens manufacturers—Rodenstock—has been selected. It is of the modified Gauss type. Its characteristics are such that even when wide open, it has an unusual resolving power, crispness, sharpness, and excellent light distribution. The Heligon f 2 is a very fast lens. This enables one to take hand-held pictures with the MEC 16 SB even in unfavorable lighting conditions, whereas other cameras must be used with longer exposures, requiring a tripod.

Table of depth of field

f stop	infinity	S	5'	30''	18''	12''
2	30'-∞	8'-18'	4'-5'	30''-36''	18''-21''	12''-14''
2.8	18'-∞	7'-30'	3 ¹ / ₂ '-5'	28''-40''	17''-22''	12''-14 ¹ / ₂ ''
4	12'-∞	6'-60'	3'-6 ¹ / ₂ '	26''-42''	16''-24''	11''-15''
5.6	9'-∞	5'-∞	3'-8'	24''-45''	15''-25 ¹ / ₂ ''	10 ¹ / ₂ ''-15 ¹ / ₂ ''
8	7'-∞	4'-∞	2 ¹ / ₂ '-12'	23''-48''	14''-28''	10''-16''
11	5'-∞	3'-∞	2'-30'	22''-50''	13''-31''	9 ¹ / ₂ ''-17''
16	4'-∞	2'-∞	1 ¹ / ₂ '-∞	20''-100''	12''-38''	9''-20''

FILMS and FILTERS

Filters are indispensable for the discriminate photographer. That is why there is a variety of filters available for the MEC 16 SB. For black-

and-white photography there are two yellow filters of different densities—the orange filter for special effects, and the UV filter to protect against overexposure from invisible ultra violet light, which prevails in high mountains, around snow, and on the beach. The UV filter is colorless and can also be used with color film.

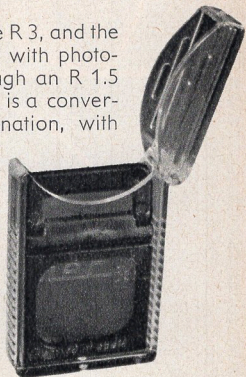
For color films (reversible for color slides) there are three filters—the R 1.5, the R 3, and the B 3. The R 1.5 prevents a bluish tone, as experienced with overcast skies and with photographs taken in the shade. Some photographers always photograph through an R 1.5 filter. Similar in function, but much stronger, is the R 3 filter. The B 3 filter is a conversion filter which enables you to take indoor shots under artificial illumination, with color film.

Each filter is supplied in a transparent plastic box. The color and density of the filter can be recognized without removing the filter from the box.

Removal from the box and insertion of the filter into the camera is quick and easy.

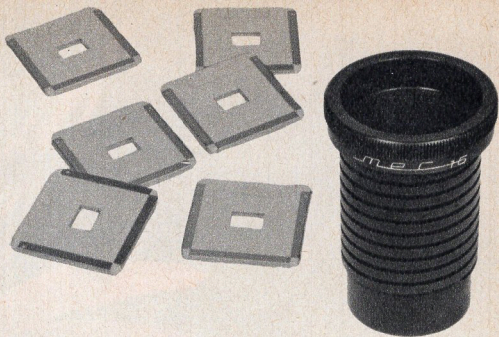
For the compact MEC 16 SB the famous Adox KB 14 film, in daylight loading cartridges, is available. This film is supplied in a metal container (tropical packing). Each package contains two cartridges of 24 exposures each. The Adox KB 14 is a fine grain high resolving film, recognized by photographers all over the world. It allows large enlargements. Its ASA rating is 20 (14° DIN). With special developing solutions (for instance, Neofine and Adox E 24), this film can be exposed with a ASA rating of 32 (17° DIN).

For color photography (color slides) there is the Anscochrome with its unusual color brilliance. This film is available in the same packaging as the KB 14. The developing price is not included in the film price. The developing can be done through your photo dealer, or through MEC 16 Processing Labs, Box 320, New York 16, New York. Needless to say, Ansco films are developed by authorized developers in almost any country of the world. The Anscochrome has an ASA rating of 32 (17° DIN) Super Anscochrome has an ASA rating of 100, Standard 16 mm. films (double perforated) of all emulsion types can be used in the MEC 16 SB daylight loading cartridges. Kodachrome color film ASA 10 is also available.



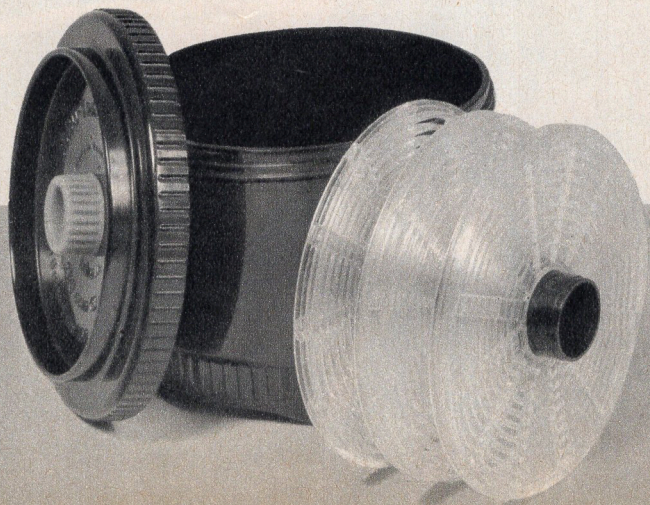


The most beautiful color pictures



The most beautiful color pictures are the brilliantly illuminated projected color slides. MEC 16 SB color photographs can be enjoyed when projected through a projector on the screen. The film strips are cut into individual exposures and inserted into a standard size 2x2" slide binder. They can now be projected through any 35 mm. slide projector. For the projectors there is a special 2,8/50 projection lens which magnifies the MEC 16 SB slides to a special large size. This special projection lens can be easily inserted, in place of the normal projection lens, in many projectors.

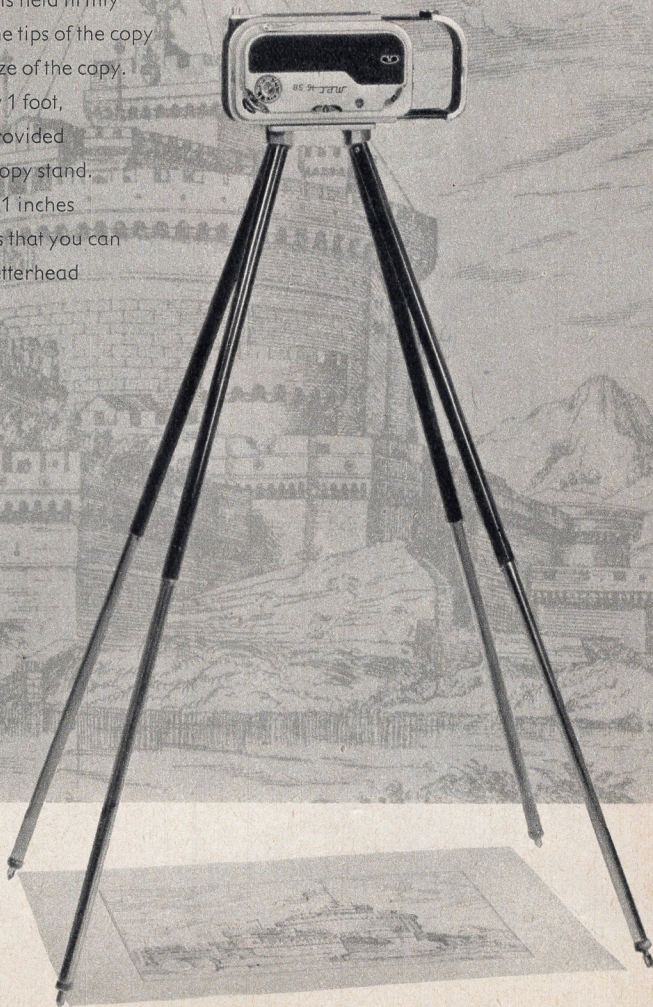
To develop MEC 16 SB black-and-white film yourself presents no problem. The simplest method is to use the Jobo-Neofine Developing Tank 16/35. With this Developing Tank, two MEC 16 SB films can be developed simultaneously. Only the inserting of the film has to be done in a darkened room; the developing can be done under normal illumination. There are other plus factors to this Developing Tank. It guarantees uniform developing of the film. The film can be washed properly since there is a drain in the bottom of the tank. The modern principle, small negatives—large pictures, is especially true with the MEC16SB. The negatives can be enlarged with the 35 mm. enlarger. Special negative carriers for MEC 16 SB negatives, for various enlargers, are available.



For professional use, the MEC 16 SB copystand is invaluable. When folded it fits into a flat leather carrying case. It takes very little time to set up. When the camera is mounted on the copy stand it is automatically at the proper distance from the copy, and it is held firmly even for longer exposures. The tips of the copy stand determine the outside size of the copy.

Two distances, approximately 1 foot, and 1 foot and 8 inches, are provided by the retractable legs of the copy stand.

The copy can be from 8½ by 11 inches to 11 x 17 inches, which means that you can copy either single or double letterhead size sheets.





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