



Ikophot



Rain or Sunshine

—the true photographer knows no bad weather. His spirits remain high—let the weather people talk about depressions as much as they like. All he wants to know is how to expose correctly. Experienced photographers get the answer to this important question from the IKOPHOT, the photo-electric exposure meter of repute. It takes the risk out of photography, even colour photography, and saves still picture disappointment and many a foot of costly movic film.

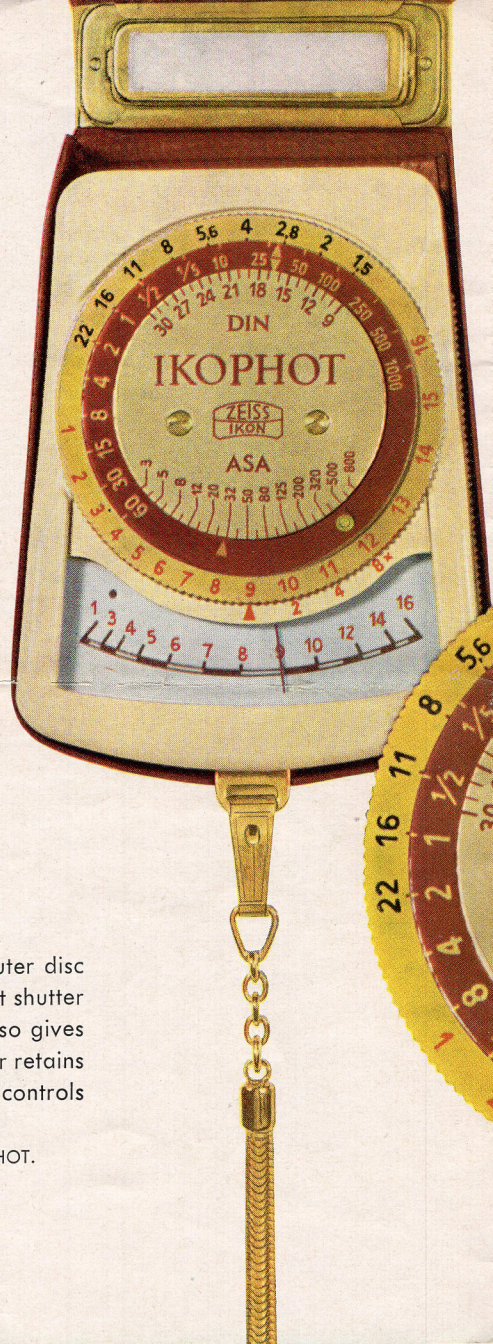
Whether your preference is for black-and-white or colour film, whether its speed is rated in DIN or ASA, the IKOPHOT gives you the correct exposure for any type. In its shock-proof ivory-coloured housing the instrument is hermetically sealed against dust and moisture.



The Calculating Discs of the IKOPHOT

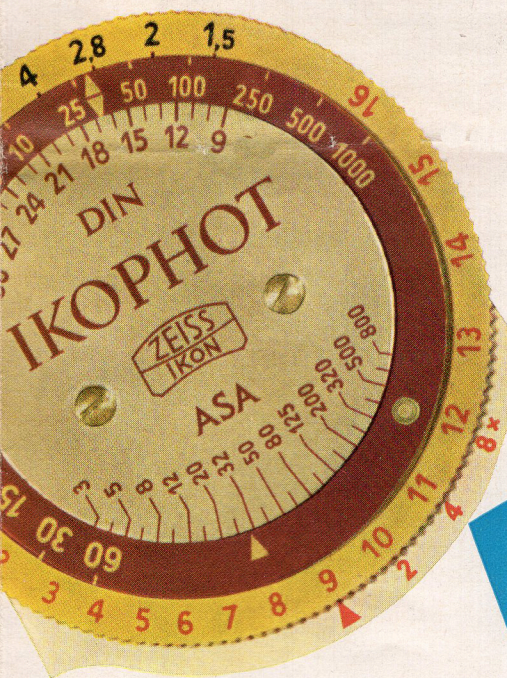
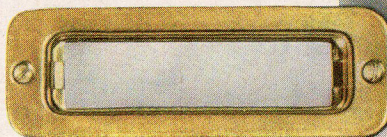
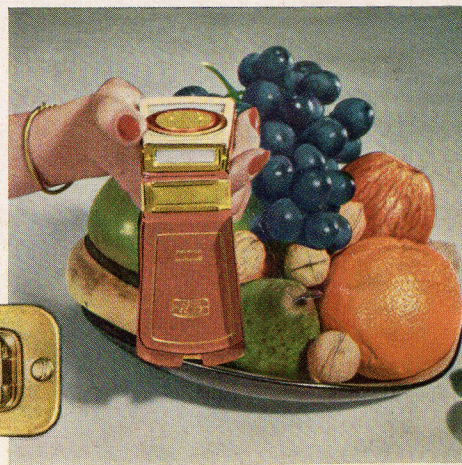
do all the thinking for you. With one finger you set the outer disc to the number indicated by the needle, and read off the right shutter speed for any aperture setting. A special IKOPHOT model also gives you the new linear shutter speeds and light values. The meter retains the reading like a stop watch, and you can set your camera controls later without having to take the reading all over again.

Simple—quick—reliable: three characteristics that spell IKOPHOT.



Strong Contrasts

for instance with against-the-light shots or artificial illumination, do not trouble the IKOPHOT owner. Simply attach the diffusing screen, and measure the light falling on your subject. This "incident light" reading is calculated to give just enough detail in the dark parts of the subject.



The Filter Converter

of the IKOPHOT even takes care of filter factors. When you use a filter you set the disc opposite the filter factor instead of the triangular mark. This gives you a direct reading of the correct exposure, and does away with the mental calculations previously necessary.

The IKOPHOT also considers the **cine camera user**: a mark shows the right exposure for the normal taking speed of 16 frames per second. The correct aperture is always opposite this mark.

In Rain or Sunshine — The IKOPHOT Makes Every Shot A Success



ZEISS IKON AG. STUTTGART

The Smart Ever-Ready Case

of rust coloured leather, and the gold plated safety chain of the IKOPHOT underline the technical quality of this fine piece of equipment. Complete with diffusing for either the standard model (Cat. No. 1329) or the light value model (Cat. No. 1329 L).

Dimensions: $3 \times 2\frac{1}{4} \times \frac{3}{4}$ in. Weight: $4\frac{1}{4}$ oz.

We should be glad of an opportunity to show you the IKOPHOT:

