

Fujica

New
FUJICA
ST-701
SLR

Broader Light Range
Sensitivity and
10 times faster
response to light
than any other SLR

Light Measuring Range

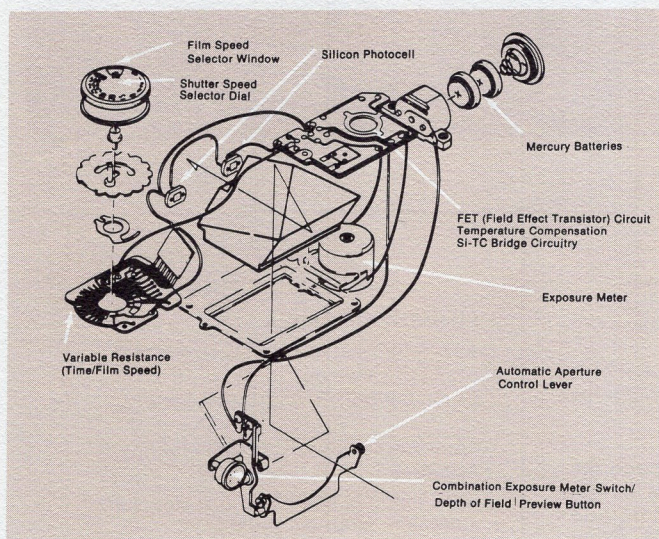
Speed ASA	B	1	$\frac{1}{2}$	$\frac{1}{4}$	$\frac{1}{8}$	$\frac{1}{15}$	$\frac{1}{30}$	$\frac{1}{60}$	$\frac{1}{125}$	$\frac{1}{250}$	$\frac{1}{500}$	$\frac{1}{1000}$
20												
25												
50												
100												
200												
400												
800												
1600												
3200												

Features that make the FUJICA ST-701 unique among all SLR's...

Take practically every major SLR development in the last five years. Add four unique features. Incorporate the newest electronic and optical breakthroughs from your own research laboratories (the largest of Japan's photo-optical industry). Build it all into a body that is smaller and lighter than any other fine SLR today...make it surprisingly simple to use...and you have the FUJICA ST-701.

To see what the FUJICA ST-701 is all about, try the "DARK CORNER TEST" inside your own store. Just focus on any dark area. Note the surprising clarity and brilliance. The light gathering capability of Fuji's optical system is tough to match. View the same area with any other SLR...then judge for yourself.

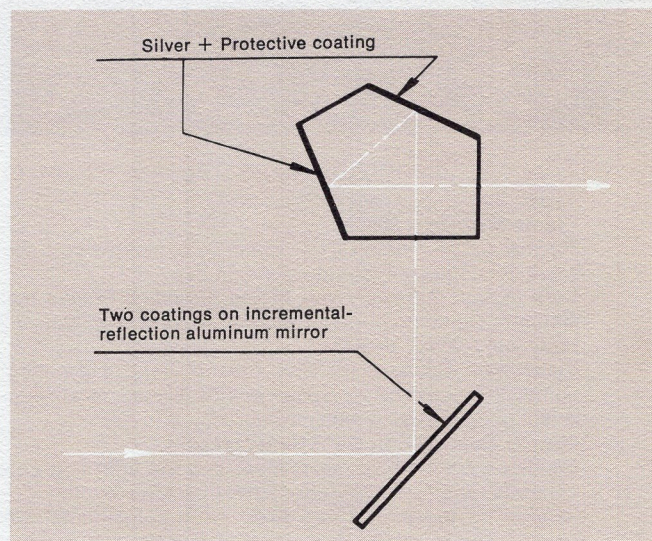
10 TIMES FASTER RESPONSE



New transistor TTL silicon photocell

The ST-701 is the first camera to use the newest type of photoelectric cell...Silicon with transistors. Its response to light variations averages 10 times faster than conventional CdS meters. Also, it is sensitive to a broader range of light situations, particularly low levels (EV1 to EV18-ASA-100). To get a reading, all you do is look through the viewfinder and press a button. The response is practically instantaneous...and the electric eye needle shows you when the light is too dim or too bright for the particular aperture and shutter setting.

50% BRIGHTER IMAGE



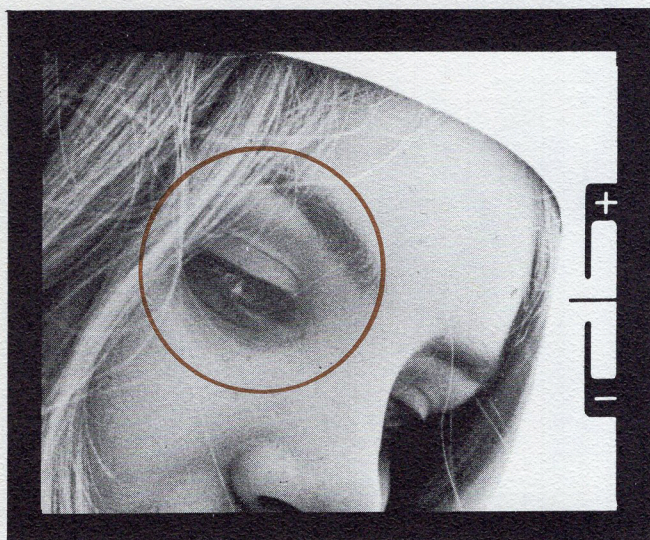
Silver coated prism and aluminum mirror

By coating the surfaces of the prism with silver and using an aluminum mirror, 94% of the light passing through the lenses is reflected into the viewfinder. The result is an unusually bright image. Focusing and checking depth-of-field are simplified even in available light situations. A more accurate reading of the light by the photo electric cell is also assured.

expand your photographic capabilities



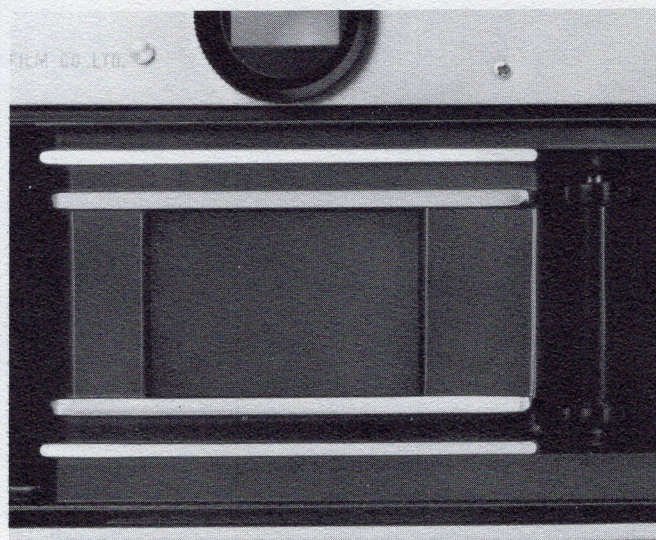
FOCUS IN 1/2 THE TIME



Shooting control center shows everything

Focusing the ST-701 is fast. Since the overall Image is 50% brighter, the microprism in the center practically glows. No squinting needed to see the electric eye needle. Instantly shows you if your settings are right for the shot. If over-exposure (+) or under-exposure (-) is indicated, simply reset the aperture or the shutter speed to suit the situation. One button activates the electric eye needle and closes down the aperture to the preset opening for checking depth-of-field.

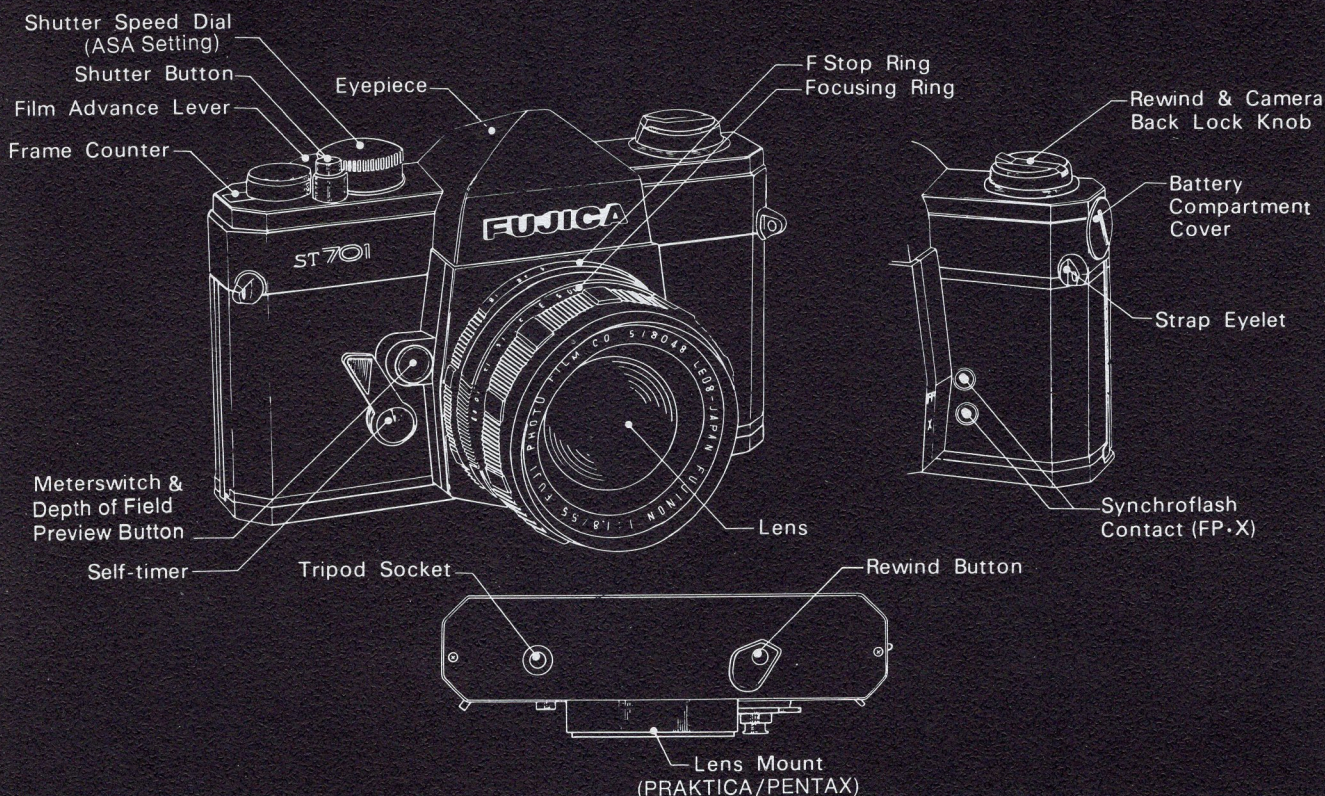
PRECISE EXPOSURES



New millisecond shutter uses no oil

All shutters have a time lag...the fractions of a second over and above the selected speed it takes for the focal plane shutter to complete the exposure. These fractions can be vital for proper exposure when shooting at high speeds. In the ST-701 the time lag is 54 milliseconds...the fastest of any SLR. In addition, by using a new silicon sintered alloy (oilless metal) in the shutter's nine moving parts, accuracy of exposure is maintained throughout a broad temperature range, (-4°F to 122°F).

PRECISION COMPONENTS



SPECIFICATIONS — FUJICA ST-701 SLR

Type: Single-lens reflex.

Frame Size: 24 x 36mm.

Normal Lens: Fujinon f/1.8, 55mm (4 components, 6 elements). Fujinon f/1.4, 50mm (6 components, 7 elements).

Lens Mount: Screw-in type, M42x1 (Praktica Pentax mount).

Shutter: Cloth focal-plane shutter, B, 1-1/1000 sec., FP&X Sync. contacts, built-in self-timer.

Viewfinder: Penta-prism with Fresnel lens, 0.96x magnification (f/1.8, 55mm lens). Exposure meter needle visible in viewfinder, pentagonal prism reflex focusing with microprism.

Mirror: Quick-return (94% Reflectance).

Exposure Meter: TTL meter measures the light that passes through the selected aperture (average light intensity) by the press of a button located on the body front, fixed point coincidental type aperture and shutter speed coupling, silicon photocell connected with FET (Field Effect Transistor).

Measuring range EV 1-EV 18 (ASA100).

Response to ASA speeds 25-3200 (in increments of 1/3rd step).

Power source two — 1.3V mercury batteries. Either Mallory RM-400 or Eveready E-400.

Film Advance: Single-stroke lever action, 193° winding angle with 20° latitude, easy loading, self-cocking shutter, provision for double-exposure prevention, automatic-reset frame counter (additive type).

Film Rewind: Manual crank operation.

Dimension & Weight: 5 1/3" x 3 3/8" x 3 1/2" (with f/1.8, 55mm standard lens). 27.5 oz. (with 1.8/55mm normal lens).

20.25 oz. (body alone).

*Specifications subject to change without notice.

NUMBER	DESCRIPTION
44000	Chrome body with 55mm f/1.8 lens
44001	Black body with 55mm f/1.8 lens
44002	Chrome body with 50mm f/1.4 lens
44003	Black body with 50mm f/1.4 lens
44009	Accessory shoe (Attaches to eyepiece for small flash guns and electronic flash)

NOTE: All ST-701 cameras come with leather case, eyecup and mercury batteries.

LENS SPECIFICATIONS

FUJINON 50mm f/1.4

Aperture/focal length 1:1.4/f=50mm

Angle of view 45.5°

Composition 6-component, 7-element

Focusing range (18")—infinity

Aperture 1.4-16

Click stops at each aperture step, fully automatic aperture setting.

Filter size 49mm

Dimensions 1 1/2" x 2 1/2"

Weight 8.6 oz.

FUJINON 55mm f/1.8

Aperture/focal length 1:1.8/f=55mm

Angle of view 43°

Composition 4-component, 6-element

Focusing range (18")—infinity

Aperture 1.8-16

Click stops at each aperture step, fully automatic aperture setting.

Filter size 49mm

Dimensions 1 3/8" x 2"

Weight 6.9 oz.