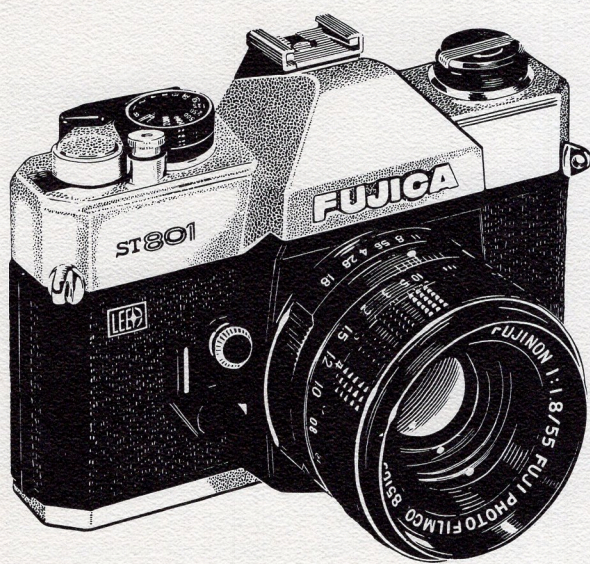


Announcing the end of the needle



The NEW **FUJICA ST801** SLR with

LED exposure control



- All Electronic, Solid-State Meter with Light Emitting Diode (LED) Readout
- Full Aperture Metering
- EV-1—EV-19 Light Range Sensitivity
- 10 Times Faster Response To Light
- 50% Brighter View-Finder
- Precision 1/2,000 Sec. Shutter
- Maximum Protection Against Internal Flare
- Multi-Layer, Electron-Beam Coated (EBC) Fujinon Lenses

FUJICA ST801

The LED Exposure-Meter System

Instead of the conventional CdS meter, the ST-801 continues Fuji's pioneering use of the revolutionary SILICON photocell. It allows the ST-801 to respond to light variations 10 times faster.

Instead of an electro-mechanical system, the ST-801 has SOLID-STATE READOUT with seven light-emitting diodes (LED's), you'll see the very instant you look through the viewfinder.

Try the "DARK CORNER TEST" right now: Focus on any dark area in the store, see the bright red LED's lighting up inside the viewfinder as they respond to light variations—or the changes YOU make in f/stop or shutter speed. Note the surprising CLARITY and BRILLIANCE of the image in the viewfinder... then judge for yourself.

Each one of these diodes, which can be seen as clearly in the dark as in the brightest sunlight, represents the difference of one f/stop from the next consecutive diode, the center diode indicating the correct exposure. If two adjacent diodes are visible at the same time, this indicates an intermediate exposure. This SOLID-STATE readout allows you to freely and accurately CONTROL the over- or under-exposure of your picture. In addition, the fragile meter-movement, as well as the needle, are replaced by LED's and all solid-state electronics: no moving parts! Extra protection is therefore provided

against meter deviations due to concussion, dust or mechanical failure.

1. FULL APERTURE METERING

No matter at what f/stop the aperture is set, it remains fully open for light-measurement, up to the moment the shutter is released.

2. SILICON PHOTOCELLS

The ST-801's photocells respond to a broader range of the light spectrum faster and more accurately than a conventional CdS cell.

3. FET (FIELD EFFECT TRANSISTOR)

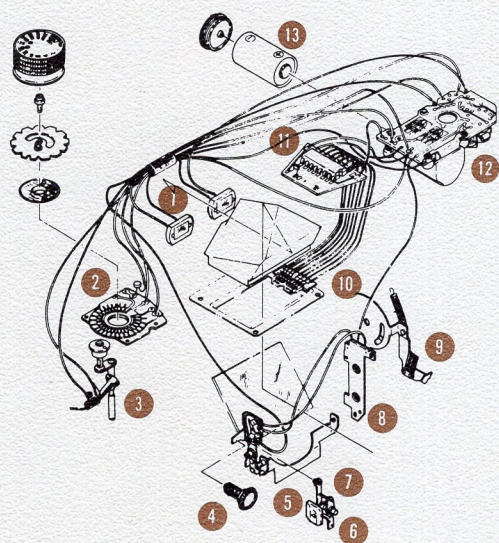
The FET amplifies the light energy from the 2 silicon photocells and transmits it to the computer logic.

4. COMPUTER LOGIC

The LSI (Large Scale Integrated Circuit) of the computer's logic correlates light-intensity reflected by subject-matter with filmspeed, f/stop and shutter speed, giving precise LED readout.

5. LIGHT EMITTING DIODES (LED's)

LED's, at a glance, show computed exposure, with full option of manual over-ride by the photographer for any desired special effects.



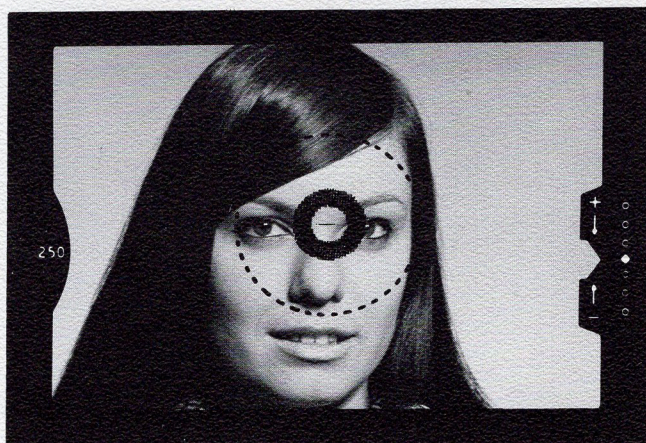
- 1 Silicon Photocells
- 2 Shutter Speed, Film Speed Converter Resistance
- 3 Operating Switch
- 4 Stop-down Metering and Preview Button
- 5 Mount Lock Release Button
- 6 Mount Lock Pin
- 7 Full/Stop-down Metering Switch Pin
- 8 Aperture Converter Resistance
- 9 Connecting Plate
- 10 LED
- 11 LSI (lamp circuit)
- 12 Amplifier (FET, IC)
- 13 Silver Oxide Battery

MATCHED SERIES OF EBC FUJINON LENSES

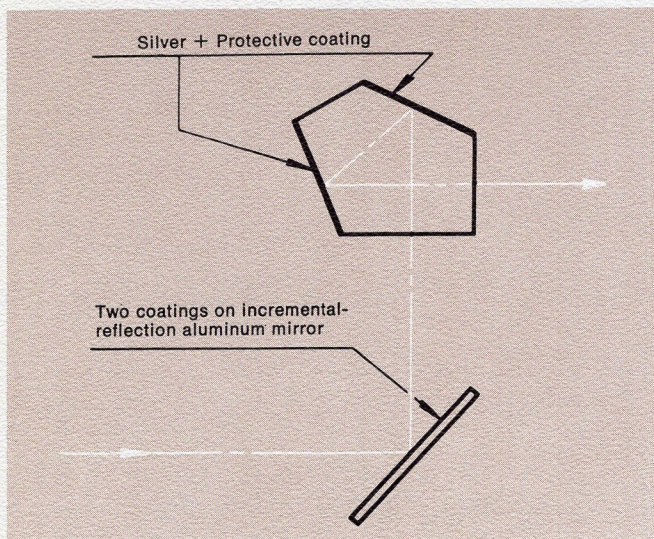
Now the full range of interchangeable lenses, 28mm through 1000mm, has Fuji's multi-layer ELECTRON-BEAM-COATING which cuts flare, improves transmission and color-balance, eliminating ghost images. All feature the exclusive fixed-point, screw-in lockmount for precise seating and alignment. There are nine lenses with this technological breakthrough: 28mm f/3.5; 35mm f/2.8; 50mm f/1.4; 55mm f/1.8; 100mm f/2.8; 135mm f/3.5; 200mm f/4.5; 1000mm f/8 and 75-150mm f/4.5 Zoom. A 54-270mm f/4.5 Zoom to be announced.



FOCUS IN 1/2 THE TIME



50% BRIGHTER IMAGE



Master-Control Viewfinder Shows Everything

Since the overall image is 50% brighter, COMPOSITION and FOCUSING are very fast and easy. The microprism in the center practically glows. LED read-out of the solid-state electronic meter can be seen as clearly in the dark as in the brightest sunlight! Shutter-speed chosen is visible in the viewfinder, and, by depressing the Aperture-Selector Button, even DEPTH OF FIELD can visually be observed.

Precision 1/2000-sec. Shutter

New hi-efficiency focal-plane shutter with FP and X synchronization, selftimer and speeds from 1-1/2,000 sec. plus B. Never needs oiling, due to a new silicon-sintered alloy (oil-less metal) used in all moving parts. This also assures that accuracy of exposure is maintained throughout a broad temperature range from -4° to 122°F.

Silver coated prism and aluminum mirror

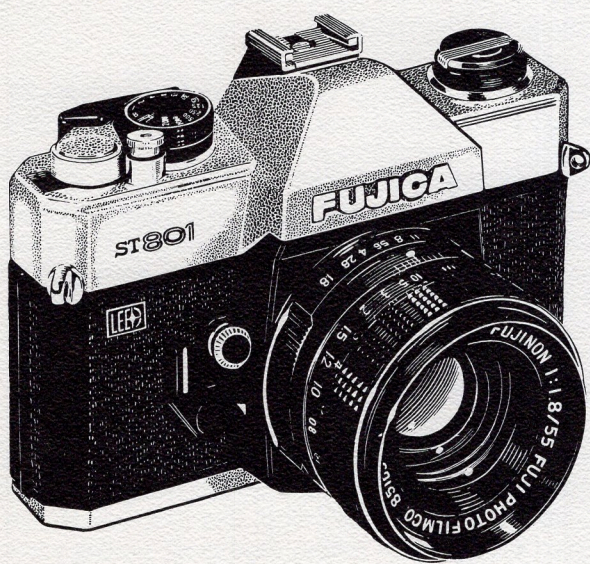
By coating the surfaces of the prism with silver and using an aluminum mirror, 94% of the light passing through the lenses is reflected into the viewfinder. The result is an unusually bright image. Focusing and checking depth-of-field are simplified even in available light situations. A more accurate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

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