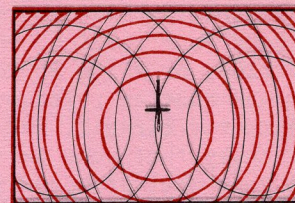


THE FASCINATING ELECTRONIC

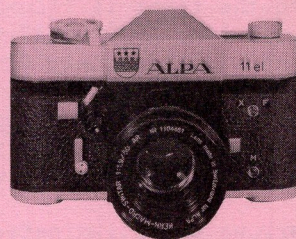
NEW **ALPA** 11 e1



SWISS CUSTOM-BUILT 35MM SLR CAMERA



Shockproof, solid state electronic light-matching meter with 6 transistors, 3 CdS cells, 3-way meter and shutter lock, red arrow for under, yellow arrow for over exposure, giving more precise and more sensitive readings and eliminating most repairs.



Exposure meter reads centerweighted area around 3 spots:
Black light read by each
circles: individual CdS cell

Red light read by both, coupled
circles: CdS cells simultaneously

1. Transistorized
2. Ideally center-weighted
3. Logical
4. Convenient
5. Sensitive
6. Faster, easier
7. More precise
8. Available light photography
9. Shockproof
10. Longlasting
11. Auto-battery test
12. 3-Way meter and shutter lock
13. Time exposure
14. Brightest image in 1:1 LIFE size
15. ALL-IN-ONE screen with 4-Way choice
16. Mirror lock
17. Precise double, or multiple exposures
18. Choice of finish
19. Solid diecast body, precision mechanism
20. 100% Quality controls, World-wide warranty

Electronic lightmeter with 6 transistors (instead of galvanometer), 2 CdS cells take overall readings, 3rd CdS cell compensates for light entering eyepiece, electronically computing precise exposure. Illuminated small red arrow indicates under exposures, illuminated large yellow arrow indicates over exposures.

Arrows are visible both inside below groundglass AND outside on top of ALPA, in accessory clip window with protective cover. Reacts to slightest changes of light, direction, focus, etc. (3-6400 ASA). Arrows indicate either left or right turn of diaphragm of standard 50mm f/1.9 Xenon or Macro-Switar APOCHROMAT, OR of speed knob, for correct exposures.

Simultaneous illumination of both red and yellow arrows (instead of quivering needle), gives absolutely precise readings up to 1/10 of an f/stop.

Illuminated arrows are always visible, light up even under poorest light conditions.

Solid state, transistorized electronic circuit (instead of delicate galvanometer and needle) withstands the most rugged use, eliminates most repairs. PX 28 standard 6 Volt leakproof, longlife silver oxide battery, suited for extreme temperatures, is only used for light readings, lasts up to 2 years. Illuminated arrows automatically indicate that battery operates.

a) Left position, for release with DISCONNECTED meter.

b) Center position, for light reading with INSTANT release. a

c) Right position, for light reading with LOCKED release.

Right, locked position, also provides time exposure (T).

Combination of precision ground prism, finest grain groundglass and large, coated mirror offers strikingly brilliant image, in 1:1 LIFE size.

For any lens, any object, any distance, any light condition, any person, any type of photography - without lengthy and complicated changing of screens:

a) Brilliant groundglass for easy composition, focusing, and depth-of-field control, with cross-hair calibrated in mm for comparing dimensions.

b) 45° diagonal split-image rangefinder, for instant line-up on vertical or horizontal lines.

c) Very bright micro-prism collar for pinpoint accuracy.

d) Clear glass collar offers aerial image, for instant viewing of subject, extreme close-ups and photomicrography.

Special groundglasses are available on request.

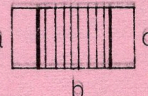
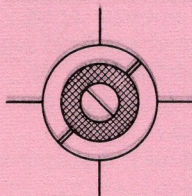
Mirror can be lifted to eliminate vibration with extreme telephoto lenses, for ultra close-ups, photomicrography, etc.

Film does not advance at all for intentional double, triple, quadruple, quintuple exposures, etc.

Chrome, black-chrome, or black finish with 24 Karat goldplated top, plus black or attractive dark green, red, blue, grey, rosewood or reptile covering.

Unbendable, virtually indestructible, yet lightweight, compact diecast body (no punched-out sheet metal) with sturdy Swiss precision mechanism, withstands the most rugged use, for lifelong durability.

Custom-built in Switzerland for you, limited production geared to the most rigid precision standards, 100% quality controls, world-wide warranty, for highest mechanical, electronic and optical performance.



INSTRUCTIONS FOR ELECTRONIC LIGHT-MATCHING METER OF YOUR ALPA 11 e1

1. Make sure that ASA setting corresponds to film in your ALPA 11e1.
2. To take your reading, you can either leave the meter and shutter lock open, in the center position, or slide it to its right position, to lock it, which prevents accidental exposures.
3. Depress shutter release, which stops down the diaphragm of automatic lenses, closes the lightmeter circuit, and illuminates either the red or the yellow arrow, indicating automatically that your battery still operates.
4. Set your shutter speed first, for instance at 1/125 second:
 - a) If smaller red arrow pointing to the right is illuminated, indicating under exposure, turn diaphragm of Xenon or Macro-Switar APOCHROMAT to the right, which opens it, until the larger yellow arrow lights up simultaneously (in window of accessory clip red arrow points at you).
 - b) If larger yellow arrow pointing to the left is illuminated, indicating over exposure, turn diaphragm of Xenon or Macro-Switar APOCHROMAT to the left, which closes it, until the smaller red arrow lights up simultaneously (in window of accessory clip yellow arrow points away from you).
 - c) Exposure is correct when both arrows are illuminated simultaneously. As the electronic meter system is incredibly precise, up to 1/10 of an f/stop, you may get an intermediate f/stop setting between calibrations, for instance between f/4 and f/5.6.
5. Set your f/stop first, for instance at f/8 to get increased depth-of-field:

Turn shutter speed dial for correct exposure setting, until both arrows are illuminated simultaneously (see 4a), b) and c) above).

As the electronic meter system is very precise, you may get an intermediate speed between calibrations, for instance between 1/60 and 1/125 second.
6. Because of the extreme sensitivity of the electronic meter system, it may be possible that both arrows do not remain illuminated simultaneously, i.e. either the red or the yellow arrow light goes out again. However, this represents only a negligible difference of a fraction of an f/stop, so that you will get a correct exposure setting.
7. If you still have an under exposure (red arrow) or an over exposure (yellow arrow), when arriving at the limit of the diaphragm, you have to reset the speed dial.
8. If you still have an under exposure (red arrow) or an over exposure (yellow arrow), when arriving at the limit of the speed dial, you have to reset the diaphragm.
9. If both these adjustments (see 7 and 8 above) are still insufficient, you may have to use another film with a different ASA rating.
10. To take pictures, make always sure that the meter and shutter lock is open, i.e. it must be either in the center position, for exposures with light reading, or in the left position for exposures with disconnected light meter.
11. The new PX 28 standard 6 Volt leakproof, longlife, silver oxide battery withstands extreme temperatures and should last for 1-2 years or more, as it is only used during light readings.
12. For battery replacement, remove camera back, open sliding cover and insert the new PX 28 battery with + end toward the outside, as indicated.

LIMITED PRECISION PRODUCTION - UNLIMITED SYSTEM OF PHOTOGRAPHY

The shockproof solid state electronic light-matching meter of the ALPA 11e1 provides absolutely precise, optical through-the-lens readings up to 1/10 of an f/stop with

- Electronically tested Swiss precision shutter for film ratings from 3-6400 ASA, speeds from 1-1/1000 second, with intermediate settings, plus B and T, selftimer, X and M synchronization.
- Macro-Switar 50mm f/1.9 ALL-IN-ONE AUTO-APOCHROMAT with 8 elements, a unique combination of wide aperture, critical sharpness, APOCHROMATIC correction with precise color fidelity, and focusing from infinity to 7" (1:3), without any accessories, in ONE standard lens.
- More than 35 top quality ALPA lenses, from 360 ultra wide angle up to 5,000mm super telephoto, including 8 unrivaled APOCHROMATS, all unconditionally guaranteed for optical excellence.
- More than 1,000 adaptable lenses: Exacta, Leica, Leicaflex, Nikon, Pentax, Rolleiflex, T-mount, etc., all with infinity focusing, and with auto-adapters even automatic diaphragm control.
- Special Macro-lenses, bellows, extension tubes, lens inversion rings, etc. offering a continuous focusing range from infinity all the way down to ultra close-ups of 1:10 - 1:1 - 20:1 - (with microscope) 1500:1x magnification, without any gap.
- 100 ft. back, electric motor, half (single) frame cameras 18x24mm or 17x22.5mm (filmstrip format), for uninterrupted sequences up to 800 full frames or 1,600 half frames (with thin base film 1,200 or 2,400 frames), with optional spacing accuracy of 0.38mm or with pin registration of 100 ft. back an incredible 0.02mm.

For further information please write or call:



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