

Rollei A110

The Rollei A110 is not just the smallest pocket camera. Its engineering, design, electronic exposure control with a blue silicon photo-cell, computer cube flash automation and outstanding optics make this camera exceptionally reliable and easy to use.



Principal and Operation

The Rollei A110 is a human-engineered ultra-miniature camera for 110 cartridge films, yielding 13 x 17mm images. Its volume is 110 cubic centimeters, its dimensions are 3.3 x 1.2 x 1.75 inches (80 x 30 x 44mm). Its operation is supremely simple.

Pull-Shoot-Push

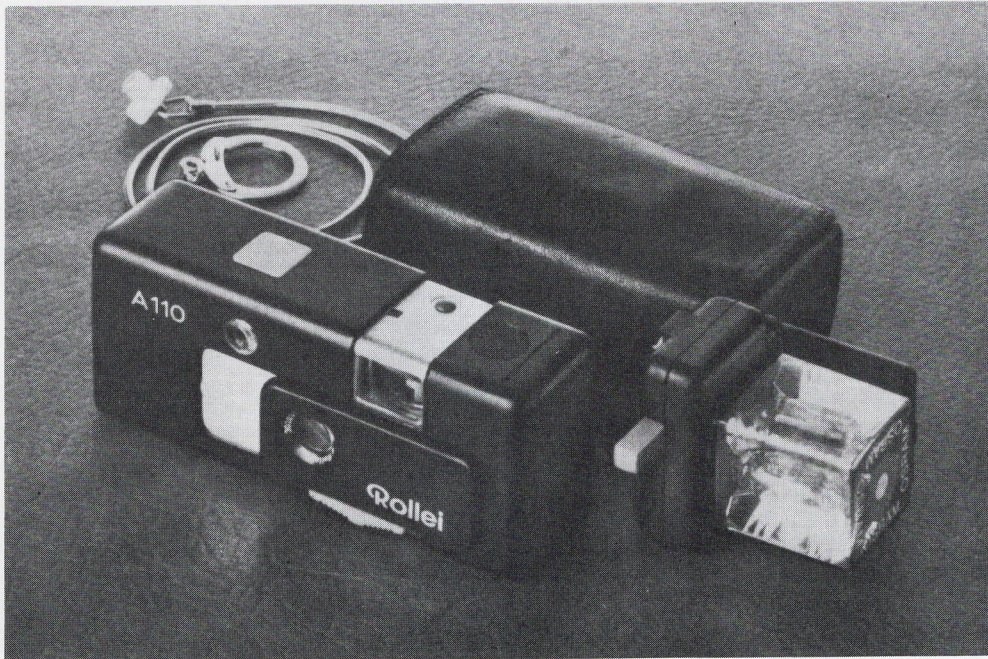
The camera opens and closes with a minimum amount of finger pressure. When closed, the lens and viewfinder are fully protected and the film advance mechanism is locked.

When open, the silicon photocell controls the electronic shutter for correct exposures between 4 seconds and 1/400 second, with the aperture range between f/2.8 and f/16. Fast shutter speeds are given priority over small apertures. In bright weather, this means an exposure of 1/200 to 1/250 second at f/5.6 to f/8. The shutter speed priority coupled with the super-soft relay release and the ease of holding the camera combine to substantially reduce camera shake.

The same silicon cell also controls the exposure program with flash shots. This computer cube automation is unique to Rollei pocket cameras.

The Rollei A110 uses less expensive electric flash cubes in conjunction with a flash cube adapter. Depressing the electromagnetic release on the camera opens the shutter and fires the flash cube. The silicon blue cell measures the light reflected from the subject (like a computer flash) and closes the shutter after the correct exposure. The lens and flash cube are sufficiently separated to reduce the risk of "red eye." Exposure range signal: On pressing a green test button on the camera top, a green light-emitting-diode (LED) lights up in the view finder and on top of the camera. A continuous light means that the camera exposure is 1/30 second or shorter; intermittent light indicates an exposure longer than 1/30 second with risk of camera-shake, calling for flash or use of a tripod. With time exposures the LED stays lighted until the end of the exposure. Professional black finish.

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Technical Data

- Camera type: Ultra-miniature viewfinder camera for 13 x 17mm in No. 110 cartridges (12 or 20 exposures, transparencies or negatives).
- Lens: 23mm Tessar* f/2.8, (4 elements, 3 groups).
- Focusing. Distance symbols in viewfinder; focusing accomplished by slide below lens.
- Nearest focusing distance: 3.5 feet (1 metre).
- Film transport: Push-pull mechanism.
- Shutter: Electronically controlled programmed shutter, speeds 1/400 to 4 seconds; apertures f/2.8 to f/16.
- Meter Cell: Silicon blue photocell.
- Measuring range: EV1 to 16 with 80 ASA (20 DIN) film.
- Measuring range signal: Light-emitting-diodes (LEDs): continuous green light on pressing button for hand held shots, intermittent light signals tripod or flash shots.
- Long time exposures: LED stays lighted until end of exposure.
- Flash exposures: Adapter for electrically fired flash cubes; synchronized on mounting adapter to the camera.
- Computer Controlled flash automation: Measures and controls exposure during flash with automatic programming system.
- Battery: One 5.6 volt battery (e.g. Mallory PX 27) in battery holder; battery holder can only be inserted in the camera correctly.
- Release: Soft relay release; release inoperable with camera closed.
- Viewfinder: Bright-line finder, focusing symbols and minimum focusing distance.
- Film loading: Pull camera to shooting position, depress locking key on the underside and the back will open for loading or unloading.
- Tripod bushing: 1/4"-20.
- Carrying: Metal carrying chain, Leather Case.
- Size: 3.3 x 1.75 x 1.2 inches (84 x 44 x 30mm) affixed into tripod bushing.
- Weight: Approx. 6½ ounces (180 grams) with battery.
- Volume: Approx. 110 cu. cm (6.71 cu. inches).

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