

THE ALL NEW MINOX® 35EL



**The world's lightest
35mm camera —**

no bigger than a
pair of sunglasses.

A Perfect Companion

Anywhere...Anytime

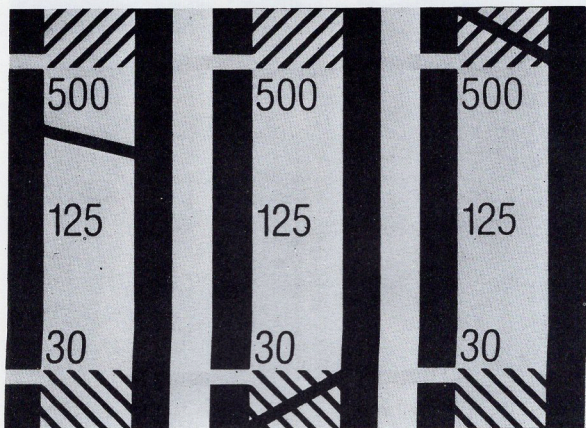
How many times have you heard someone say, "Gee, I wish I had a camera", because some of the best picture opportunities come along at the most unexpected times. Wherever the action is, the Minox® 35EL can go with you—to the ski slopes, sailing, hiking, on a business trip, or on vacation. It will give you professional quality results with the built-in features an active person needs. It is small, light, rugged and easy to use. Now, you can keep your camera with you, ready—without a lot of fuss—to capture the pictures as they happen—where they happen.





Minox, expert at making things small, also believes in making things well. Quality craftsmanship and precision optics make this camera more than just small. It offers all the advantages afforded by the 24x36mm film size. You can take sharp, professional quality photographs and have your favorite pictures blown up as large as you like. The rugged fiber glass reinforced Makrolon body makes it not only the lightest full-frame 35mm camera on the market, but also scratch resistant and impact resistant. The smooth professional matte black finish and rounded edges are not only pleasing to the eye—but practical. When closed, the front flap provides complete protection for the lens and viewfinder from scratches, dust, and water spray—a definite advantage to someone on-the-go. On a ski slope or on a sail boat there is no reason not to take along the Minox® 35EL.

Minox® 35EL



With automatic exposure control and wide angle 35mm lens this camera is almost fool-proof. You set the aperture, and the camera sets the appropriate shutter speed. The viewfinder has a vertical scale on the right hand side that tells you what shutter speed will be automatically set. A hatched area is located above 1/500 second. If the meter needle appears in this area, it means the lens opening should be adjusted to bring the meter needle back down into the 1/30—1/500 range. A similar hatched area is located below the 1/30 second indication to let you know if the shutter speed will be too slow for sharp hand-held exposures.

A camera with a very "forgiving nature"

The 35mm focal length lens is one professionals have relied on for many years because it has great depth of sharpness and a wide angle of view. This means, simply, that your chances of getting everything you want in the picture and getting it sharp are much greater. For example, when the lens is focused at 15 feet and the lens opening is set at f/11 you get sharpness from infinity down to about 7 feet. With the front flap closed, the shutter is locked so you cannot accidentally press the button and waste a frame of film. By just lowering the flap the meter is activated, and the automatic exposure control takes over to give you correctly exposed pictures—everytime.



FEATURES

FINISH Professional black matte finish. Body is made of Makrolon—a fiber reinforced plastic which is flexible, light and scratch resistant.

LENS 35mm Color-Minotar f/2.8 wide angle lens with great depth of field; diagonal field of 64°. Lens retracts into the camera and is protected by the front flap when the camera is not in use. It is made of four glass elements.

SHUTTER Electronically controlled with the user setting the aperture. It is a bladed shutter with controlled speeds from 30 seconds to 1/500 second at ASA 25, or 1 second to 1/500 at ASA 800.

ELECTRIC EYE Automatic shutter control with a meter more sensitive than many through the lens meters found in modern SLR cameras. Metering system is switched on when the flap is opened and the shutter wound.

FRONT FLAP Provides instant and complete protection for the lens and viewfinder window when the camera is not in use.

FLASH Hot shoe for electronic flash. Slipping a flash unit into the hot shoe automatically sets the shutter speed to 1/30 sec. for x-type synch.

FILM Takes any 35mm film from ASA 25-800, black-and-white or color, in standard cartridges.

WEIGHT 6¾ oz. with battery.

DIMENSIONS Length 101mm, height 57.6mm, width 32.4mm. Volume is approximately 180cc.

FOCUSING Scale focusing from infinity to 3 feet.

VIEWFINDER Vertical information scale with calibrations for 1/30, 1/125, 1/500 sec. plus hatched areas to indicate speeds too fast for exposure control or too slow for hand held exposures.



You don't have to look like a typical tourist

The Minox® 35EL slips into your pocket or handbag so easily you can carry it anywhere and not look like a tourist. It is so small and light it's barely noticeable, and yet it's there when you need it so you can grab those candid shots before anyone even notices you have a camera. The Minox® 35EL is exceptionally quiet and unobtrusive. When you depress the shutter release button, all you hear is a very soft click. Now you can enjoy taking pictures without the inconvenience of carrying around bulky heavy cameras. The Minox® 35EL weighs only 6¾ oz. and fits in your shirt pocket, your purse, your ski jacket, your backpack, in fact—almost anywhere.

Minox® 35EL

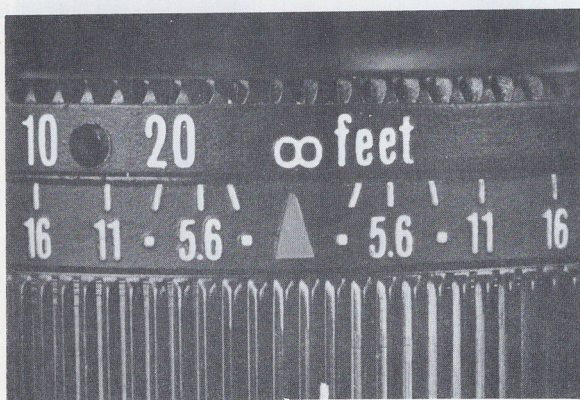
As easy to use indoors as out.

This camera is as easy to use indoors as out—with any of the popular computer electronic flash units. There is a hot shoe contact on the top of the camera so no cord is necessary. As the flash is slipped into the hot shoe, contact is made, and the shutter speed is set automatically to 1/30 sec. Using an automatic flash unit just set the lens opening once to the value recommended by the flash manufacturer, and the lighting will be correct for any subject—to—camera distance. With the conventional flash unit the lens opening is simply varied according to the chart supplied on the back of the flash. It is an easy fool-proof system to give you correctly exposed photographs—anytime.

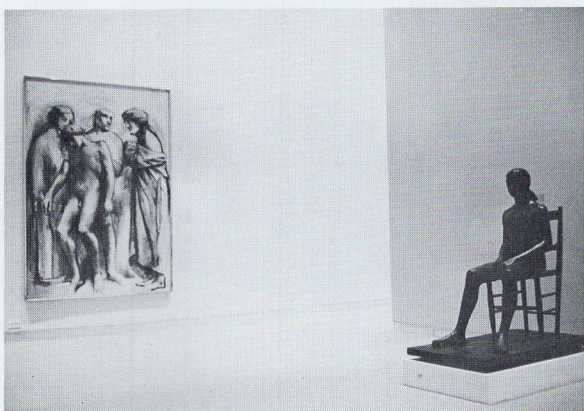


LENS QUALITY

The Minox® 35EL has the outstanding 35mm Color Minotar f/2.8 which will give sharp pictures with excellent contrast even in dim light. There is a depth of field scale coupled to the distance scale that tells you at a glance the distance in front of and behind your subject that will be clear and sharp. The lens retracts into the camera when not in use. It focuses from infinity to three feet giving you the versatility you expect from a 35mm camera.



is essential for good pictures



The all new Minox® 35EL. It's so light and easy to carry—no matter where you are headed—you should not leave home without it.

Accessories

Table Tripod which folds to $\frac{3}{8}$ x 8" locking tilt head and special cable release which is concealed in leg.

Eveready Case made of black Morocco leather.



MINOX® USA

*A division of E. Leitz, Inc.
Rockleigh, N.J. 07647*

PRINTED IN USA
M101-50M-3/76