

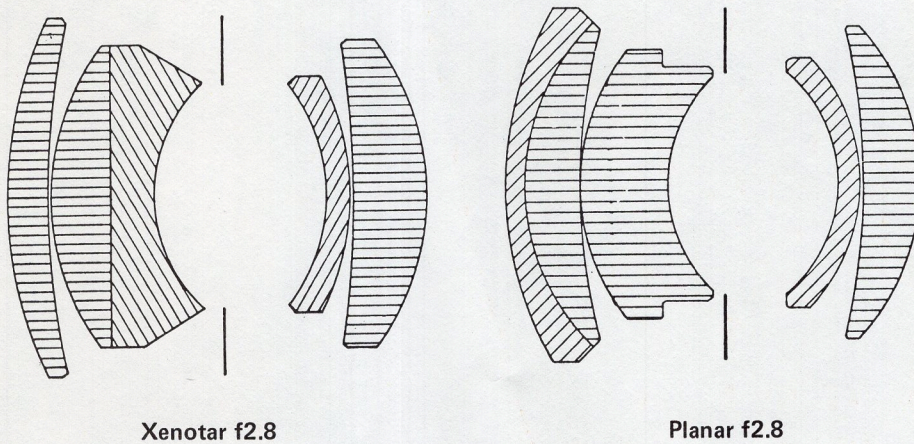
Product News

SUBJECT: ROLLEIFLEX 2.8F and 3.5F

Please revise Page 15 of the illustrated section of your ROLLEI catalog to reflect the following changes:

- 1) ROLLEIFLEX 2.8F: Stock #16221
Lens changed from PLANAR 80mm/2.8 to XENOTAR 80mm/2.8.
- 2) ROLLEIFLEX 3.5F: Stock #16212
Lens changed from PLANAR 75mm/3.5 to XENOTAR 75mm/3.5.

Stock numbers remain unchanged. Prices as per attached price list.



Carl Zeiss and Josef Schneider are the finest lens-manufacturing houses in Germany. Over a century and a half of manufacturing experience is reflected here; both firms have produced superb lenses for ROLLEI cameras for many decades.

For example, let's look at the 80mm f2.8 lenses: Zeiss Planar and Schneider Xenotar, (Illus. above).

Both are of the Gauss concept, originally designed for the critical needs of aerial work. Each reflects the solution of this design concept by two esteemed optical houses and when the Xenotar lens was first introduced on the ROLLEIFLEX 2.8C in 1953 it was a worldwide success in outstanding performance for the professional photographer.

Both types of lenses were available on ROLLEI cameras for a number of years, as a matter of personal choice by photographers and each is equal in exceptional performance. (The number of pros who grew up with the Xenotar is nearly legion.) Both lenses incorporate coated air-glass surfaces and the cross-sectional schematics above illustrate the lens construction.

Absorption of Zeiss production in other directions and in new programs permits, once again, the availability of Schneider lenses on the twin-lens ROLLEIFLEX cameras of standard focal length.