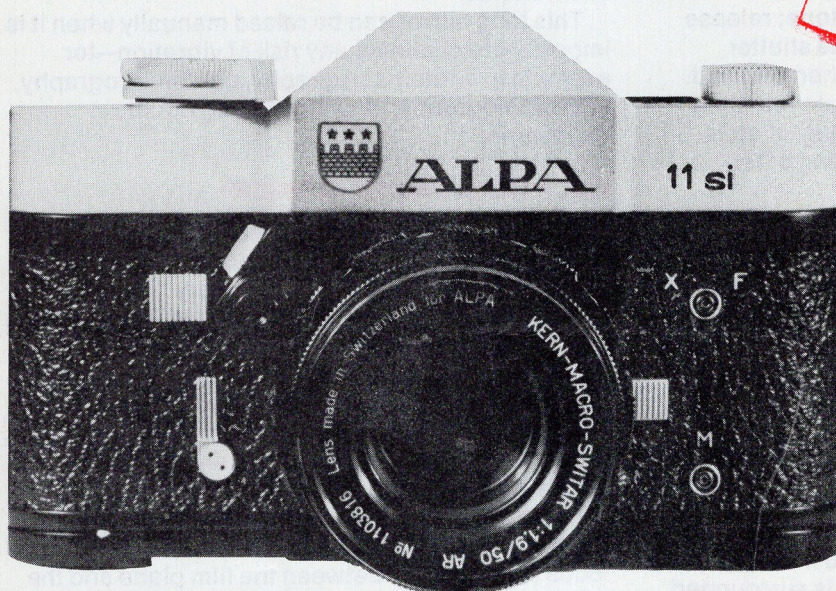


ALPA 11 si

FULL 5-YEAR WARRANTY



The Alpa 11si is engineered with infinite care to achieve absolute peak performance. Each model is handcrafted and custom-built to the same degree of precision as a Swiss chronometer.

At the same time, it employs the latest and most modern electronic and mechanical advances in photographic technology. The electronic exposure-metering system uses silicium cells. Its sturdy, die-cast construction is unaffected by shocks and withstands the most rugged use.

Its virtually unlimited range of interchangeable lenses and supplementary equipment (accessories, extension tubes, bellows, miniature studio) puts the most varied and challenging photographic assignments within its reach.

The Alpa 11si is beyond compare because it is the all-purpose camera *par excellence* — a complete system of photography. Small wonder, for it was Alpa that invented the bayonet lens mount. The automatic diaphragm. The instant return mirror. The through-the-lens-meter. LED exposure indicators. And many more landmarks in SLR design — retained and refined in the Alpa 11si.

Unrivald sturdiness for years of photographic excellence

The Alpa camera case is made of rigid pressure-cast aluminum instead of the soft brass and thin sheet metal stampings used for other camera bodies. The die-cast frame is practically impossible to bend, twist, dent, or knock off alignment. It shields the shutter, film plane, advance mechanisms, battery, and other critical mechanisms from damage.

Electronic exposure measuring system employs silicium cells

The Alpa 11si uses a silicium exposure metering system to measure the center-weighted area at shooting aperture. This gives the best results, even under the most difficult light conditions.

The two silicium cells which "read" and integrate the lighting of the ground glass are positioned on either side of the eyepiece, behind the erecting prism, and consequently use light rays outside the viewing path. In addition, a third silicium cell, facing the eyepiece, electronically compensates for any extraneous light entering the viewfinder.

The Wheatstone-bridge construction ensures constant precision whatever the voltage of the battery, right up to the time when the signals fail to light up at all. Battery checking becomes superfluous.

Thanks to silicium, the last obstacle to ultra rapid handling has been overcome: slow cell reaction time to lighting conditions. While the degree of measuring precision is the same as silicon blue, the range of the silicium cells is far greater: from .01 to 100,000 LUX. The entire set of shutter speeds is coupled to every film sensitivity. This makes it possible to obtain an exposure of 1/1000th of a second on film with a rating of 3 ASA, or of 1 second on film with a rating of 6400 ASA.

To complement the new metering system, there are three LED's below the Alpa 11si's finder field: a yellow light indicates overexposure; a red light, underexposure, and a centrally placed green light indicates the correct exposure. The exposure indicator is instantaneous and accurate from low-level lighting at night to the brightest beach scenes.

 **karl heitz**
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Human engineering

The Alpa Ilsi is easy to handle. It has the only advance lever that doesn't poke the photographer in the eye. The generously sized rewind crank permits operation in the dark, or with gloves. There's a 3 position button: release alone; release with metering, and metering alone. The shutter button helps prevent camera shake when pressed. It has depth-of-field preview and an auto resetting frame counter. The self-timer has a delay of up to 20 seconds, about 10 seconds more than other cameras.

The viewfinder

The viewfinder reflects the entire surface of the picture that will appear on the mounted slide (23x35mm). In relation to the actual size of your film (24x36mm), this provides a 0.5mm safety margin on all four sides of the negative. The ground glass, offering a brilliant life-size image (with standard 50mm lenses) features a central split-image rangefinder (Dodin) enabling you to check and pinpoint focus on both vertical and horizontal lines. This high-precision rangefinder is surrounded by a ring of very fine, transparent microprisms, providing a further check on focusing accuracy.

The clear glass ring with its engraved guide mark facilitates focusing on an aerial image and is indispensable for high magnifications.

The superfine grain of the ground glass ensures perfect light distribution. The image is brilliant from edge to edge even when using a short focal-length and without any risk of a shaded area appearing when increasing the focal length or using a telephoto lens.

Other ground glass screens can be supplied for special requirements.

Uniform illumination of ground glass

The mirror provides uniform illumination of the ground glass under all circumstances, a particular advantage when using telephoto lenses or close-up attachments.

This long mirror can be raised manually when it is important to eliminate any risk of vibration—for example in photomacrography, photomicrography, astrophotography, or when making double exposures.

The widest choice of lenses

The opportunity to match the Alpa body with a variety of fine optics is virtually unlimited. The Alpa Ilsi lens mount takes practically every bayonet lens or any 42mm screw mounts with full infinity focusing capabilities and automatic diaphragm stopdown. Owners of Leicaflex, Nikkor, Pentax or any of more than a thousand fine lenses will find that they'll perform even better than ever before with the Alpa Ilsi. This lens compatibility is accomplished by simple adapter rings.

Unlimited interchangeability is made possible because of all SLRs the Alpa has the shortest flange focus (the distance between the film plane and the lens mount).

Quality Lenses for the Alpa Ilsi

Photographers have a choice of such lenses as the famous Kern 50mm f/1.9 Macro-Switar Apochromat, the only camera lens so consistently sharp from sample to sample, each one comes with its own test negative of a resolution chart.

Originally designed for professional filming, the Kinoptik 100 mm f/2 and 150 mm f/2.8 Apochromats are unique high-speed lenses whose photographic use is reserved exclusively for Alpa.

Alpa 11 si gold. Your very personal camera of a limited series. A gem in your collection

Immortalizing its precision craftsmanship the Alpa factory offers the ultimate series of its top model: the Alpa 11 si 18-carat, gold plated (layer of gold 10 microns). This series is strictly limited to 750 cameras that are individually numbered.

Personalized with your initials engraved on a small plate fitted onto the body, each camera will be sold with a certificate of authenticity.

Once the manufacture of the series is finished the tools for the Alpa 11 si gold will be destroyed. This will give to each piece an inestimable inherent value. A value to lovers of technical masterpieces. A precious gem in your collection.

FULL 5-YEAR Alpa WARRANTY

ASK FOR SPECIAL FOLDERS ON ALPA 11SI GOLD—
ALPA ROTO 70mm PANORAMIC CAMERA 360°