

**THE NEW SYSTEM OF 35MM
EASY-LOAD PHOTOGRAPHY**

GENERAL INFORMATION



AGFA-GEVAERT

AGFA-GEVAERT, INC. • 275 North Street, Teterboro, New Jersey

GENERAL RAPID INFORMATION

What is "RAPID"?

An International System of 35mm. easy-load photography.

Why International?

The System is supported by 27 manufacturers of fine cameras and films, located in various parts of the world — primarily in Western Europe, and in Japan.

Why System?

Each camera designed for RAPID, will prominently show the word "RAPID" on the camera body, regardless of the country of origin, or manufacturer.

Each RAPID Camera has one common feature — a camera back made to accept a specially designed cassette (cartridge) which always contains a strip of standard perforated 35mm. film (Black & White, or Color), 60cm. long (approximately 24 inches).

Why easy-load?

With the camera back open, the unexposed film cassette is placed into the proper chamber. The back is closed. The strip of film is automatically guided into an empty cassette in the course of film advancing, due to a particular conformation of the camera back. Film threading and rewinding normally associated with 35mm. photography are eliminated — the cassette containing the exposed film is ready to be taken out for processing.

Is this a proven System?

RAPID was introduced in Europe during July 1964 — since then approximately 2 million RAPID Cameras have been sold.

RAPID was introduced in Japan on June 1, 1965.

RAPID is being introduced in the Far East during late Spring 1965.

What advantage does RAPID offer?

It is the only system readily adaptable to the most sophisticated 35mm. cameras, as well as to inexpensive, "box-type" cameras.

The ease of operation encourages camera use — the shorter film length encourages quicker completion of roll.

What formats are possible in RAPID?

Three basic size negative or transparency formats will result from RAPID Cameras of various manufacturers:

- 24x36 mm. (standard rectangular 35mm.)
- 24x24 mm. (1" square)
- 18x24 mm. (half frame 35mm.)

All cameras introduced by Agfa-Gevaert, Inc. during 1965 will yield 16 exposures, 24x24 mm. frame size.

Who is Agfa-Gevaert, Inc.?

The United States sales subsidiary of the world's second largest producer of photographic products, with the main factories in Germany, and Belgium.

What are Agfa-Gevaert, Inc. marketing plans for RAPID?

On August 1, 1965, to introduce for sale in the United States Market, on a national scale:

1. Two models of Agfa RAPID Cameras:
 - a. Isoflash RAPID (fixed focus camera with built-in flash)
 - b. Isomat RAPID (variable focus, electric eye camera)(All cameras will use AG1 flashbulbs and Mallory PX-23 batteries.)
2. Accessories for the above cameras
3. Three types of RAPID Films:
 - a. Agfapan RAPID ISS (for Black & White Prints)
 - b. Agfacolor CN17M RAPID (for Color Prints)
 - c. Agfachrome CT18 (for Color Transparencies)

Distribution?

RAPID Cameras and Films will be sold through the following outlets in 1965:

1. Franchised Photo Dealers and Department Stores
2. Franchised Service Drug Wholesalers for resale to accounts whom they normally service.

Camera Price Range?

During 1965, all Agfa RAPID Cameras will be sold in kit form only:

1. Isoflash RAPID @ \$14.95 (list)
(Includes camera, 1 roll Black & White Film, 4 flashbulbs, 1 battery, and flash-guard)
2. Isoflash RAPID Deluxe @ \$17.45 (list)
(Including items above, plus 1 camera case)
3. Isomat RAPID @ \$44.00 (list)
(Includes items in 1 above, plus camera case, and special detachable flashgun)

Advertising and Promotion Plans?

Agfa RAPID products to be backed by multimillion dollar national advertising and merchandising campaign — beginning August 10, 1965 through Christmas 1965.

The merchandising campaign will include giving away **30,000** Isoflash RAPID Cameras.

What will RAPID do for the Dealer?

1. It will give his customer a choice of two easy-load systems.
2. It will insure a continuing supply of sophisticated, precision built 35mm. cameras:
 - a. in a wide variety of designs and dimensions.

- b. in a variety of prices, including "high ticket items," necessary for the Photo Dealer's existence.
 - c. made to yield the quality associated with fine 35mm. cameras.
 - d. incorporating the fine camera features which have evolved in 35mm. camera design.
3. The simplicity of operation will open up the 35mm. market to many more people.
 4. The dealer will have a greater selection of profitable, easy-load cameras.

RAPID PHOTOFINISHING FACTS:

What brand of film will be available for any RAPID Camera?

During 1965, we expect that only films supplied by Agfa-Gevaert, Inc. will be marketed in the United States. We anticipate that other films shall ultimately be available in the "RAPID" Cassette.

Will the film be available in all parts of the United States?

Our marketing plans call for relatively even distribution in all areas. By Thanksgiving 1965, we expect the film to be available in most bonafide camera shops, most department stores catering to photo, and in approximately 1 out of every 3 drug stores. This distribution pattern will be greatly enlarged by Summer 1966. By September 1, 1965, this will also include Canada.

What is the general approach of Agfa-Gevaert, Inc. to RAPID Photofinishing?

Each retailer receiving RAPID Films for developing and printing will be serviced through channels which he now uses. The finisher who receives the RAPID Films shall have a complete understanding of how to identify, and how to handle any Agfa Film in the RAPID Cassette.

It is the intent of Agfa-Gevaert, Inc. to utilize all of the services of the Industry as soon as possible.

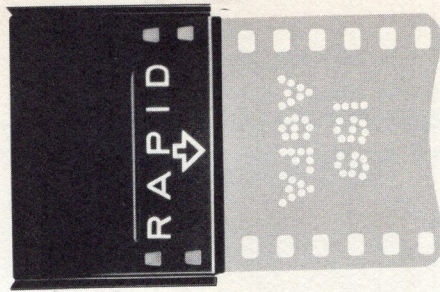
How will the films be sold?

1. Agfapan ISS (for Black & White Prints) and 2. Agfacolor CN17M (for Color Prints) will be sold processing **not included**.
3. Agfachrome CT18 (for Color Transparencies) will always be sold processing prepaid — film will be sent by the consumer, in mailer supplied with the film to:

Agfa Processing Laboratory, Inc.
P.O. Box 711
Flushing, New York 11354

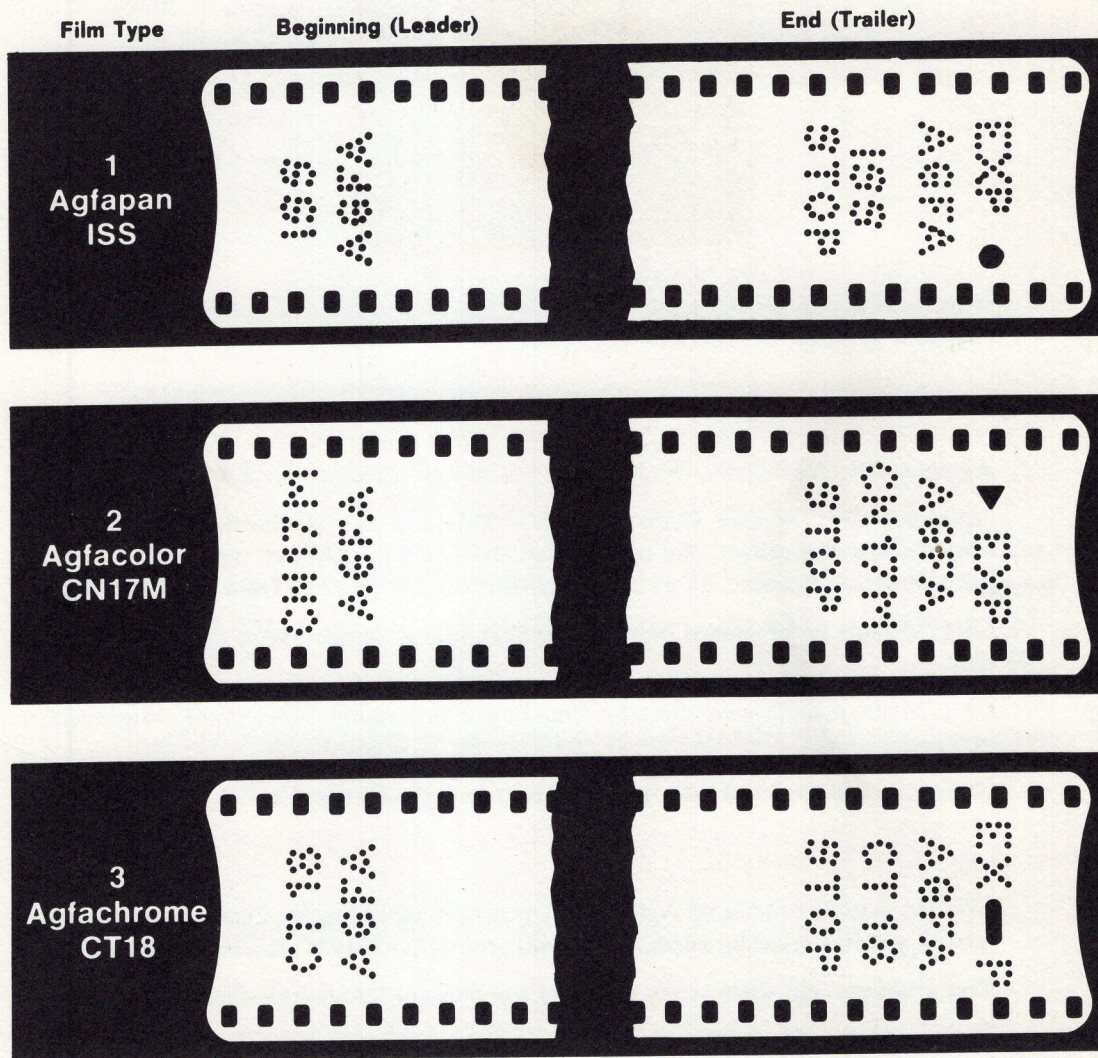
How may the Dealer identify RAPID Films returned for processing?

All RAPID Films are supplied in a special metal cassette with the word "RAPID" on top of the cassette. THE FILM INSIDE THE CASSETTE CANNOT BE IDENTIFIED FROM ANY MARKINGS ON THE CASSETTE.



[ACTUAL SIZE]

Positive identification of the type of film in any Agfa RAPID Cassette can easily be made by reading the perforated legend on the beginning and end of each strip.



Secondary identification may be made by the color of the emulsion side of the film prior to processing.

1. Agfapan ISS — gray
2. Agfacolor CN17M — yellow
3. Agfachrome CT18 — beige (lt. tan)

What if the film end is pushed into the cassette, or broken off?

NEVER OPEN THE CASSETTE. Normally approximately 1" of the film end will protrude from the cassette when it is returned for finishing. If the film end is pushed into the cassette, use film retriever enclosed (slide into mouth of cartridge, engage pins in perforations) to pull out end of film strip. DO NOT PULL OUT MORE THAN 1" OF FILM.



FILM
RETRIEVER

If the end is broken off, use film retriever to pull end out of cassette, and identify emulsion by color, as described previously.

How are the different films developed?

Agfapan ISS (for Black & White Prints) — as any standard Black & White Film.

Agfacolor CN17M (for Color Prints) — This is a new double mask (cyan and magenta layer) product. We believe that the overall quality of the resulting color prints is second to none. IT IS NOT COMPATIBLE WITH THE C-22 PROCESS.

CN17M must be processed only in Agfa formulas — in equipment designed for this film.

CN17M film machines are available from Pako Corporation, Minneapolis, Minnesota, on special order.

Chemicals and technical data are available from Agfa-Gevaert, Inc.

How is the CN17M printed?

CN17M may be printed on Agfacolor, Gevacolor, or Ektacolor Paper. For optimum quality, **printer must be adjusted to conform with CN17M characteristics.**

Test negatives and slope series negatives are available from Agfa-Gevaert, Inc.

Indoor-outdoor classification is not required, since "blue flash only" is recommended by Agfa-Gevaert, Inc.

What are Agfa-Gevaert, Inc. plans regarding CN17M processing?

Agfa-Gevaert, Inc. recognizes that the volume of CN17M rolls returned for processing, at the beginning, shall be limited — that the volume will not be great enough to warrant independent finishers to install the equipment required for processing these rolls.

Until the volume justifies the investment, we are requesting that all finishers send the CN17M rolls to:

**Agfa Processing Laboratory, Inc.
Box 1000
Flushing, New York 11352**

For those dealers who prefer to deal directly with Agfa Processing Laboratory, and to insure the quickest possible service, we will provide a pad containing 10 pre-addressed, **postage paid** stickers for use in forwarding **CN17M** rolls to the Agfa Processing Laboratory (if within 250 miles of Agfa Processing Laboratory **1st Class** – beyond 250 miles **air**).

With each finished package, an extra postage paid sticker will be returned to the dealer.

Agfa Processing Laboratory will return all orders to the source via air, if beyond 250 miles from Flushing; otherwise, via 1st Class Mail.

What type discount structure is available from Agfa Processing Laboratory?

Retailers or Retail Finishers – 37½ %.

What is the suggested list price for developing a roll of CN17M?

Develop only @ \$1.00.

Developing and Printing @ \$.90.

What size frames and prints are to be supplied from CN17M RAPID – and at what suggested list prices?

Neg. Sizes	Print Sizes	Suggested Color Print List	
		D & P	Reprints
18 x 24 mm.	2½" x 3½"	\$.17	\$.20
24 x 24 mm.	3½" x 3½"	.25	.28
24 x 36 mm.	3½" x 5"	.29	.32

For information regarding enlargements from RAPID CN17M, please contact your finisher, or Agfa Processing Laboratory.

What size frames and prints are to be supplied from Agfapan RAPID?

See frame and print sizes for CN17M above.

What independent lab participation is foreseen?

By Christmas 1965, we expect that a minimum of three labs, in addition to Agfa Processing Laboratory shall be operative for CN17M. These shall be located so that best regional service can be provided.

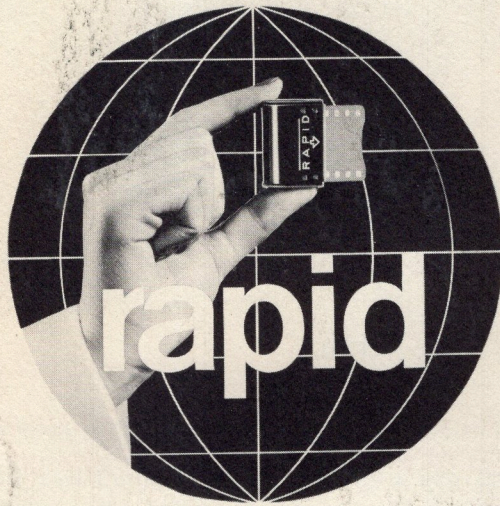
By Summer 1966, we expect that a minimum of 16 labs will be operative, with additional labs starting up in the subsequent months.

Agfa-Gevaert, Inc. will encourage, and provide technical assistance to any and all qualified finishers interested in setting up for CN17M processing where the volume is sufficient to warrant their interest in this direction.

Bob Ferguson
255-1771

659-7509
5000

Bob Mahoney
call in morning



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