

MINOLTA HI-MATIC E



The compact, electronic
35mm rangefinder camera with exclusive
Auto-Flashmatic flexibility

**AUTOMATICALLY DELIVERS EXACT EXPOSURE DAY OR NIGHT,
WITH FLASH OR WITHOUT**

If you insist on a high quality camera that is just as easy to use with flash as without, then the Hi-matic E is the compact made just for you. No electronic shutter 35mm camera is more automatic or easier to operate, yet so excels in picture taking ability.

Unique to Minolta is the Auto-Flashmatic mechanism which automatically actuates flash circuits whenever necessary. But even when your flash unit is left unattached, the Hi-matic E's day-night exposure versatility takes over to ensure proper exposure.

This could be the first camera you ever held in your hands, still all you have to do is focus and shoot to get perfect pictures every time. Results with your very first roll of film will be as professional as if you had been taking pictures for years.



DAY OR NIGHT AUTOMATIC OPERATION

During the day or even at night without flash, the Hi-matic E's Electric Eye operation automatically selects all lens aperture and electronic shutter settings—from very fast to very slow shutter speeds—which will result in a properly exposed photograph. This full range day-night capability of the Hi-matic E can account for some unusually stunning nighttime photography.



WITH AUTO-FLASHMATIC IT WON'T FLASH IF IT DOESN'T HAVE TO

When using a flash unit like the optional Electro-flash-2 made especially for the Hi-matic E, the unit will not fire unless the available light is limited enough to call for this. When the amount of light drops to a pre-determined point, the Electric Eye activates the flash circuits automatically. With Auto-Flashmatic you can take pictures without worry anytime even though a flash might become necessary. By keeping the unit attached all the time you can be sure of getting a flash when—and only when—you need it.



ABSOLUTE CONTROL INFORMATION CENTER VIEWFINDER

The Hi-matic E viewfinder gives you all the information you'll ever need for perfect pictures. And it gives it to you at a glance.

When you press the shutter release part way down, a green lamp will appear indicating the EE system is functioning properly and that the available light is sufficient to shoot without flash.



If, however, the green light should change to red, this is the Hi-matic E's slow exposure/flash needed warning signal. A flash unit should then be attached, or care should be taken to hold the camera steady for longer exposure.



If a flash unit is attached, a ready signal will appear in addition to the red light indicating the Auto-Flashmatic system is operating.



RANGEFINDER

When your subject is out of focus, the rangefinder shows a double image in the bright frame. When in focus, the subject snaps into a sharp single image.

AUTOMATIC PARALLAX CORRECTION

The "bright frame" in the viewfinder shows exactly what will be in your finished slide or print. This frame automatically makes adjustments for the difference between what you see and what the lens is actually photographing.

MINUTELY PRECISE, PROGRAMMED ELECTRONIC SHUTTER

For optimal photography both in daylight and in darkness, the Hi-matic E's shutter is programmed throughout the camera's entire operating range.

Because lens aperture and shutter speed are electronically adjusted, the Hi-matic E is able to attain a phenomenally high degree of exposure accuracy. With each small shift in the amount of available light, the speed of the shutter and size of the lens aperture varies accordingly, responding precisely even to the slightest of these light changes. From F11 at a fast 1/1000 of a second down to F1.7 at 2 full seconds and including everything in between, there is virtually a limitless number of settings from which the Hi-matic E selects the one that is best for the moment.

With the programmed electronic shutter it is virtually impossible to ever take a picture that is under or overexposed. Your photographs will turn out beautifully every time.



SPECIAL FEATURES

FAST, SHARP ROKKOR LENS

The Hi-matic E features the famous Rokkor Lens made exclusively by Minolta for Minolta cameras. This fast 40mm F1.7 lens is color corrected to give clear, beautifully balanced color pictures.

SENSITIVE ON-THE-LENS CdS CELL

Measuring light for the Hi-matic E's Electro Control systems requires an extremely sensitive CdS cell. It is built on the lens to measure only that light reaching the lens. This also automatically compensates for any filter, as the filter is mounted in front of the cell.

CORDLESS FLASH SYSTEM

The sync. terminal/flash unit mount is built into the top of the Hi-matic E. This electrically connects the camera to Minolta's Electroflash-2 strobe unit, a cordless flash that makes indoor photography easier and more convenient than ever. An ordinary sync. terminal is also built-in for conventional flash units.

BATTERY CHECKER

On top of the camera is a warning lamp which acts as a battery checker. Each time you push the shutter release it will glow red indicating that the two mercury batteries are functioning at full strength.

EASY, SAFE LOADING SYSTEM

The Hi-matic E's take-up film spool lets you load film quickly and safely. The Safe Load Signal on the back of the camera indicates that you have correctly loaded the camera.

SELF-TIMER

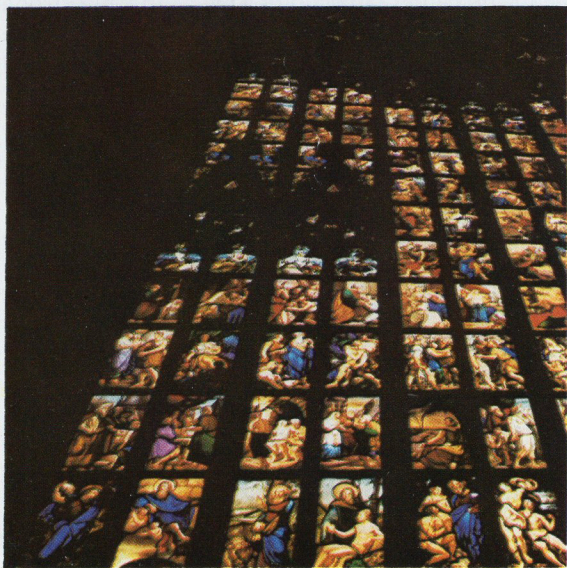
This feature works with automatic operation, delaying the shutter release about 10 seconds after it is pressed, allowing you time to get in the picture.

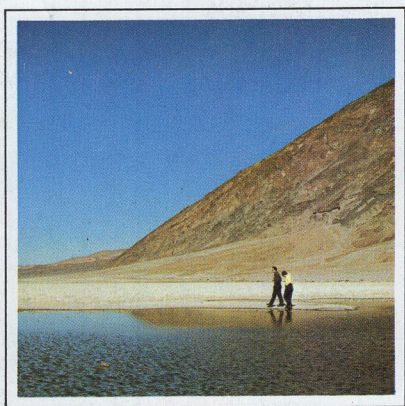
SPECIFICATIONS

Day-night 35mm compact camera with programmed electronic shutter. Fully automatic exposure control from 1/1000 sec. at F11 down to 2 full secs. at F1.7 and automatic flash control when Electroflash-2 or other flash unit is attached. Sensitive CdS cell Electric Eye controls adjustments for all electronically functioning systems. Fast Rokkor Lens 40mm F1.7, 6 elements in 4 groups.

Bright frame view/rangefinder is total control center with indicator lamps for all photographic conditions: proper exposure lamp; slow shutter warning lamp; flash indicator lamp; and automatic parallax correction. Film advance is a quick action lever type with safe loading signal.

Direct helicoid focusing down to 0.8m/2.6 ft. Built-in self-timer and combination battery checker/slow speed caution lamp. Easy guide number setting system. Film speed range from ASA 25 to 500. Weight: 560g (19.7 oz.). Size: 85mm x 133mm x 60mm ($3\frac{3}{8} \times 5\frac{3}{8} \times 2\frac{3}{8}$ in.).





MINOLTA MEANS BETTER PICTURES

Minolta

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