



IKOPHOT

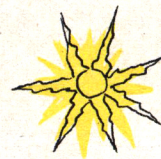


Reliable · handy · elegant · shock-proof

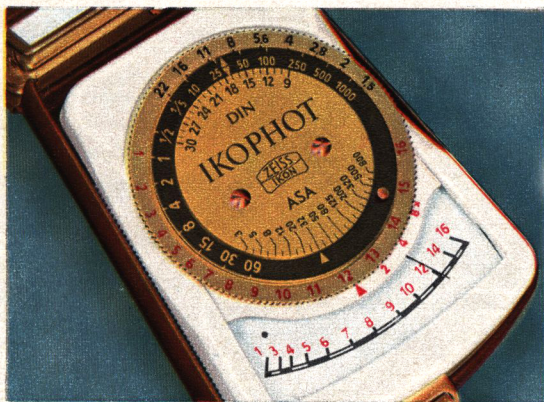
A faithful companion that never lets you down, even in dim light! You simply cannot do without it. Experienced amateurs know how easy it is to misjudge exposure time and that the error cannot be corrected with color photos. Such disappointments can be avoided only by an exposure meter as dependable and accurate as the IKOPHOT. In its elegant new design—the brightly colored housing, gold-plated safety chain, and Eveready case of light brown leather—the precision of this faithful reliable companion, which has proven itself to photographers all over the world for many years, is emphasized.

The Zeiss Ikon factory has had more than 20 years of experience in the manufacture of photo-electric exposure meters, and this experience has been incorporated into the functional design of the IKOPHOT. Whether black and white, color, negative or reversible film is used, the new calibration shows the accurate values for every type of film. The film speed can be adjusted accurately within 1/10 DIN or 1/2 step on the ASA scale. The sensitive photo-electric cell measures all light values from bright sun at high altitudes to dim light of a late winter day, and also assures correct readings in narrow alleys and dimly illuminated rooms. The IKOPHOT insures enjoyment with all your photos, the colors as well as light and shadow are accurately defined.

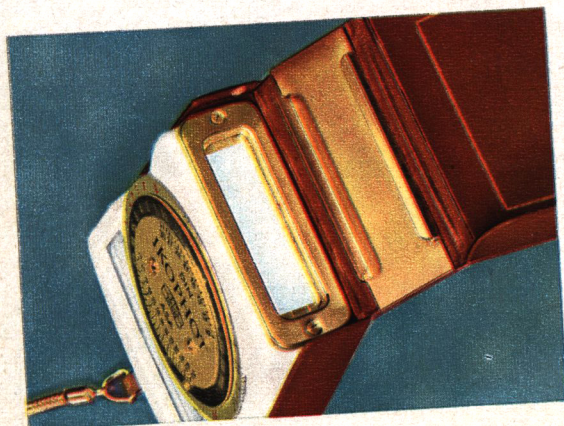




● The IKOPHOT is operated with **ONE HAND**. After you have taken the reading, you just drop the IKOPHOT and both hands are free for camera operation. Since you have secured the IKOPHOT by means of the practical safety chain, it will not drop to the ground. Thanks to its sturdy design, its dependability cannot suffer.



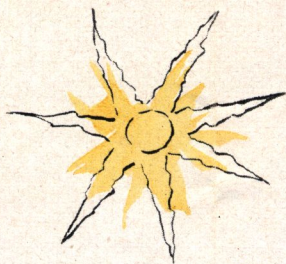
● **WITHOUT ANY CALCULATIONS** you read the exposure time or lens opening. (Even when using filters, the IKOPHOT shows the accurate values because you set the dial on the required filter factors on the exposure scale.) The result is fixed, as in a stop-watch, so that no new measuring is necessary for subsequent alterations of the lens aperture. The IKOPHOT can also be supplied with a dial with the light values of the new Synchro-Compur shutter, or such dial can be supplied separately for subsequent conversion.



● **FOR PHOTOS AGAINST THE LIGHT** the IKOPHOT gives the exact exposure time, since the measuring angle is closely confined and adapted to the angle of view of the camera. For reading incident light, the diffusing filter of the IKOPHOT is inserted and you measure the light from the subject in the direction of the camera.







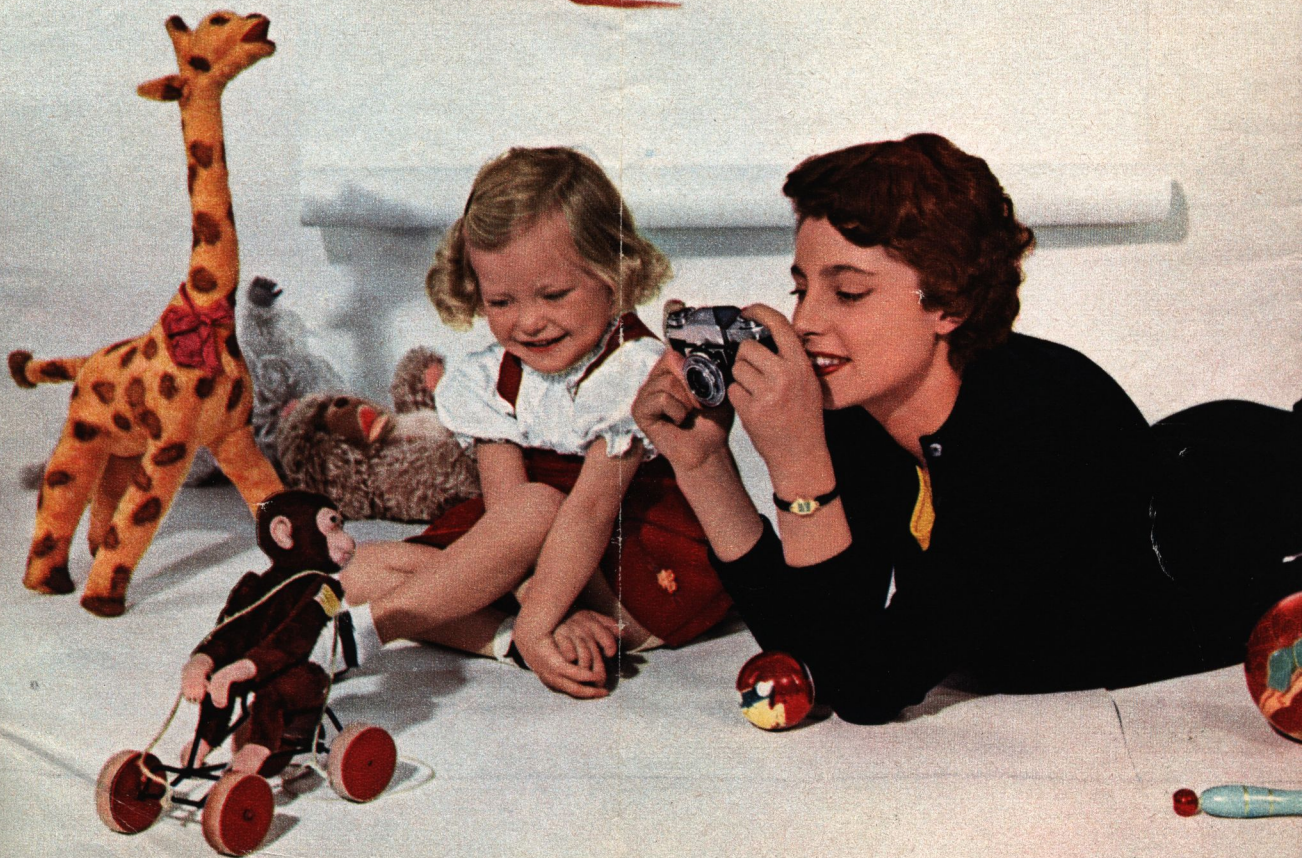
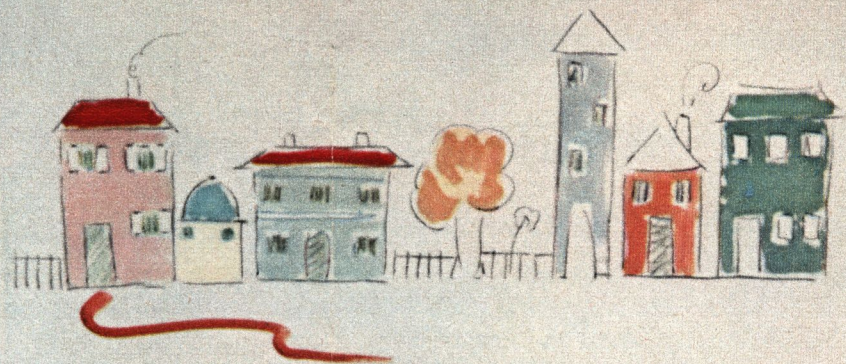
Movie film

The IKOPHOT is also a reliable companion for the cine-film fan. What is the use of filming life and capturing movements when on the film everything becomes lost in the grey fog of incorrect exposure. The IKOPHOT has a special marking on the dial for normal exposure time of 8 and 16 mm film movie cameras. The correct lens aperture can be found as quickly and correctly for movie cameras or for still cameras. Do you know the many available Zeiss Ikon cameras such as, Nettar, Ikonta, Super Ikonta, Ikoflex, Contina, Contessa, Contaflex and Contax?

Zeiss Ikon has the most extensive camera program in the world and offers a suitable model for every purpose and requirement.

Your local dealer will gladly supply detailed literature on request.



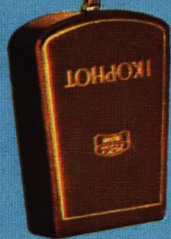


ZEISS IKON A.G.

STUTTGART



Presented by:



IKOPHOT

Size $3 \times 2\frac{1}{4} \times 1\frac{11}{16}$ " , weight $4\frac{1}{8}$ ounces.
With genuine leather Eveready case,
incident light filter and gold-plated
safety chain.

Catalog Nr. 1329

Price: \$28.00

