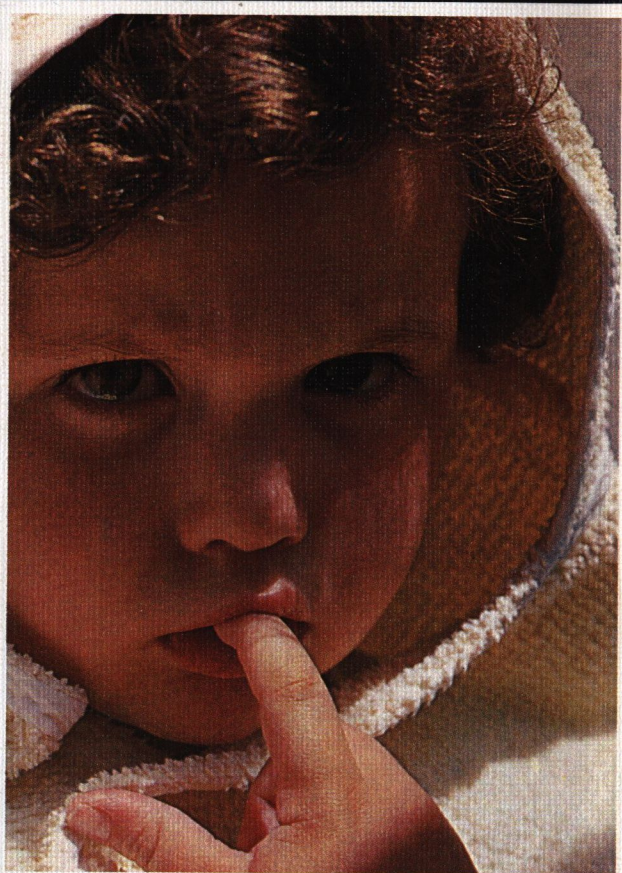


# ALPA



10 d









## **ALPA 10 d the all-in-one camera - For life**

The new ALPA 10 d Swiss 35 mm single-lens reflex camera with behind-the-lens Cds meter is an unbelievably versatile precision instrument, which combines all the desirable features with utmost ease and speed of operation. The culmination of more than 30 years of research, experience and development, the ALPA 10 d has been designed to the highest optical and precision standards, to meet the most demanding requirements, for the very best photographic results. It is equally suitable for the very beginner, the advanced amateur and the meticulous expert, as for the seasoned professional, the research scientist and the industrial specialist. The day you buy your ALPA 10 d you have bought a camera for life. You never outgrow it, because there are no limits to its ultra versatility, its exclusive features and the complete ALPA system of photography. The ALPA 10 d is the ALL-IN-ONE camera that solves all your needs, for a lifetime of photographic pleasure and excellence.

## **The complete ALPA system of photography**

Once you own the basic ALPA 10 d camera, the ALPA system offers you the right lens, the fitting accessory and the best suitable equipment to fill any specific requirements.

You make your choice from a complete range of functional accessories, more than 30 European precision lenses, the Macrostat close-up and copy stand with

modular design for multiple combinations, complete macro-micro equipment, electric motor, 100 ft. magazine, remote releases, timer and programmer for automatic one-by-one shots or rapid sequences.

The ALPA system of photography offers you unlimited possibilities to record every aspect of human life and nature around us, to express your mood with realism, aesthetically and dramatically, to communicate as a pictorialist, an essayist or an artist.

## **A masterpiece of swiss precision engineering**

From the very beginning the ALPA camera has always been enhanced by the traditional and indomitable Swiss spirit to achieve absolute peak performance.



The ALPA 10 d is literally custom-built for you like the finest Swiss watch, with all the inimitable know how and experience of Switzerland's master craftsmen, trained half their lifetime in the art of chronometer precision.

The same skilled hands that manipulate minute watch parts also assemble every ALPA, to make it the one and only Swiss watchmakers' camera that combines the highest degree of precision with uncompromising sturdiness.

## **Highly automated for utmost handling ease**

The Swiss ALPA engineers faced the almost insurmountable task to design an ultraversatile precision instrument which is extremely simple to operate. All the energy, time and money expended in development more than justified their miraculous success—the highly automated and functional—virtually foolproof ALPA 10 d.

Easy to frame, easy to focus, easy to expose, the ALPA 10 d is the dream of picture taking simplicity. You can completely concentrate on your photographic assignment, without fumbling for a dial, a ring, or a knob—even when wearing gloves. Whether it be a still life... the charm of a child's private world... the habits of a chattering chipmunk... the colorful details of flowers... the mystique of ocean depths... the majesty of high mountains peaks... the conquest of air and space... the ALPA records them all, simpler than with an artist's brush. And the ALPA 10 d also ingeniously facilitates the manifold tasks of scientific and industrial close-ups, molecular research, photomicrography, copy work, micro-filming, filmstrips, large volume photography and completely electro-automatic recordings.



## **Dynamic streamlining for quickest action photography**

The ALPA 10 d is also ideally suited for the professional, the photo journalist, the sports reporter—any photographer to whom utmost speed is essential.

Automatic, instant exposure readings, clear visibility of exposure needle, dials and figures, rapid diaphragm and speed settings, quickchange bayonet lens mount, high speed, short stroke winding lever (without removing ALPA from your eye), high speed parallelogram rewind crank, etc.—everything is dynamically streamlined for instant fingertip controls, quickest operation and action photography.

And the ALPA electric motor offers you the additional choice of automatic one-by-one shots or rapid sequences (see page 8).

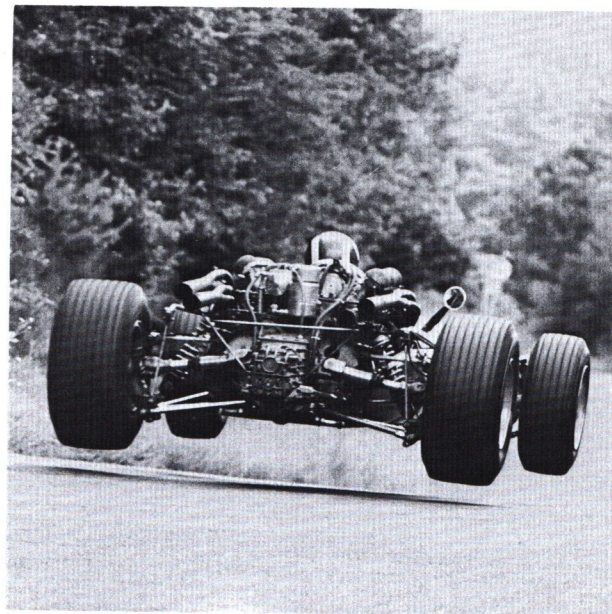


## **Quality controls - Lifelong durability - Worldwide guarantee**

Over 40 % of the ALPA factory personnel are engaged in the most severe, total quality controls, certified by an inspection label attached to every ALPA (separate quality control list on request).

The ALPA 10 d's exceptionally solid and exclusive light metal construction is geared for more than 100,000 operations, withstands the most rugged use, for lifelong durability.

And each ALPA carries a world-wide guarantee for highest mechanical, electronic and optical performance. Please register your ALPA with the agent in your country, to validate this guarantee.



## **The electronic ALPA meter system thinks for you**

Just as the human brain is behind the eye, the ingenious, electronic CdS meter system is situated behind the lens. Foregoing inaccurate and delicate linkage systems, it optically couples with any of the more than 30 interchangeable ALPA lenses, with any lens accessory, at any distance, for an extreme film speed range from 3-6400 ASA. It automatically adjusts for brightness, lens diaphragm, angle of view, as well as exposure factors, occasioned by the use of filters and close-up attachments such as bellows, extension tubes, etc. All f/stops, shutter speeds and ASA ratings are





## Exacting composition - Precise focusing

directly cross-coupled to the highly sensitive precision galvanometer, for automatic, instant exposure settings. Two CdS cells take accurate overall light readings with predominance on the center area, while the third CdS cell electronically compensates for light entering the eyepiece, for absolutely precise exposures. The well illuminated exposure needle is clearly visible at all times, either at eyelevel in separate window below the viewing screen, or at waistlevel in second window on camera top. Goldplated contacts and 2 standard mercury batteries guarantee accurate functioning, even under extreme temperatures. The release button automatically tests the batteries and closes the electric circuit during light readings only, extending battery life to 2 years or more.

The ALPA 10 d eliminates your problems of modifying exposure times, calculating theoretical values, annoying over or under exposures and expensive film waste. Whether for difficult color shots, extreme wide angles, distant views or macro- and micro-photography, you can direct all your attention to the composition of the picture and enjoy the exceptional versatility of your ALPA 10 d.

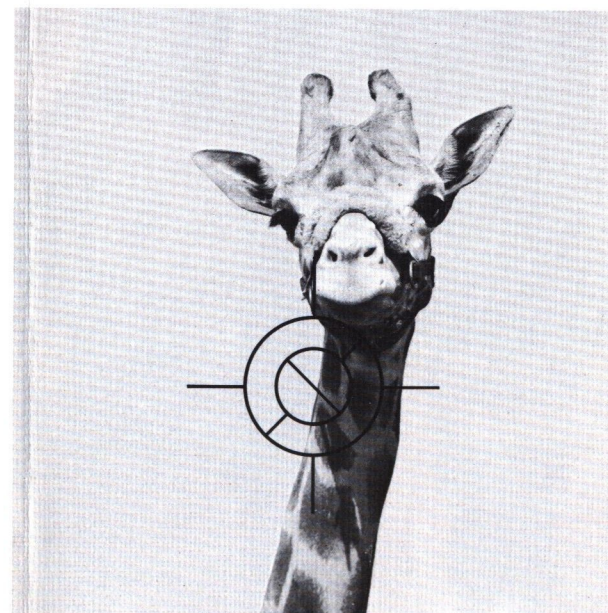
At your convenience, you can also change f/stops and shutter speeds manually, independent of the meter system, for personal exposure control.

The ALPA 10 d's precision ground prism with parallax free through-the-lens viewing system guarantees accurate focusing, framing and depth-of-field control—with any of the more than 30 ALPA lenses, at any distance. The finest grain groundglass offers a brilliant image in 1:1 LIFE size, for precise focusing and critical depth-of-field control over the entire area. The image on the groundglass is  $23 \times 35$  mm, i.e.  $24 \times 36$  mm less  $\frac{1}{2}$  mm safety margin on each side for slide mount cut-offs, which guarantees absolutely exacting composition. In addition, the ALPA 10 d offers a  $45^\circ$  diagonal split-image rangefinder that pinpoints focus instantly for both vertical and horizontal lines—with any lens, at any distance.



## Critical depth-of-field control

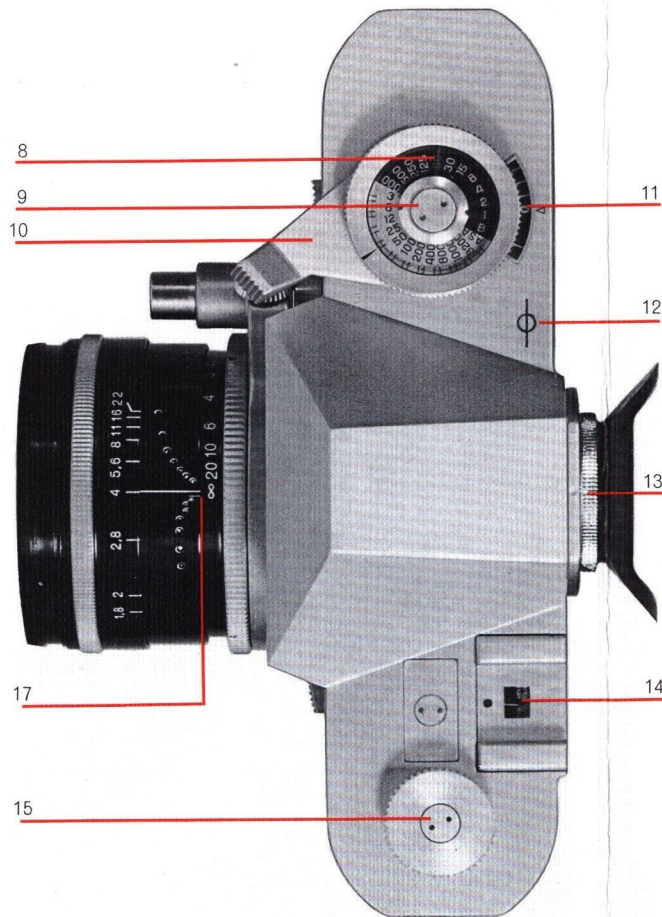
The giraffe (see below) will only photograph sharply, if you turn the focusing ring until the vertical lines of its neck coincide. If in turn you focus on a balcony, the horizontal lines of the split-image can be easily matched. The clear glass ring (aerial image) around the rangefinder is indispensable for high magnifications and close-ups. And the 10mm cross hair is particularly useful for correct positioning and comparing of dimensions. Other groundglasses with clear spot, clear strip, engravings made to order, etc. are available on request.





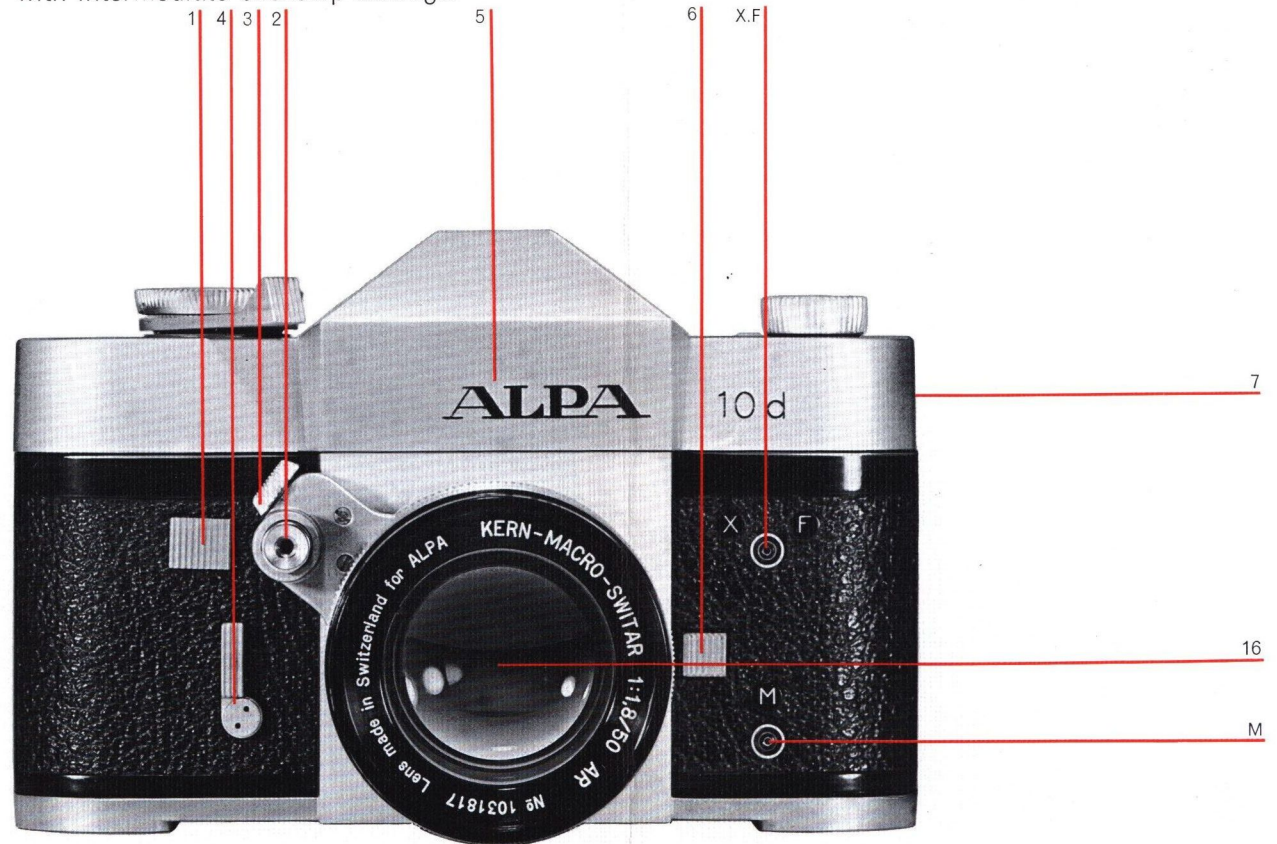
## Ultra modern styling

Compact (a trim  $5\frac{3}{4} \times 3\frac{3}{4} \times 2''$ ) and lightweight (a mere 27 ounces) the ALPA is exceptionally well balanced, for maximal convenience. You have your choice of attractive chrome or deep satiny black finish, with either black, dark red or dark green leather covering. A wide selection of streamlined everready, lens and compartment cases protect your ALPA equipment.



1. Shutter release lock for light readings, pre-viewing depth-of-field and accidental exposure prevention.
2. Hair-trigger release for quiet, lightning-fast reflex-mirror and smooth gliding, vibration-free shutter, automatically connects batteries for light readings only.
3. Control knob for automatic or manual diaphragm.
4. Automatic selftimer with adjustable range from 1-20 seconds.
5. Precision ground prism with 3 CdS cells.
6. Lock for interchangeable lenses.
7. Recessed sockets for shoulder strap, electric motor.
8. Dial for electronically tested, equidistant speeds from 1-1/1000 second, with clickstop settings, plus B.
9. Extreme film speed range from 3-6400 ASA, with intermediate clickstop settings.

10. High speed, short stroke winding lever for instant film transport, without removing ALPA from your eye.
11. Automatic exposure counter with instantaneous zero return.
12. Exacting calibration of film plane.
13. Large, rotating soft-rubber eyecup with bayonet mount interchanges instantly with magnifier, angle viewer, accepts prescription lens.
14. Accessory clip with second (top) window, for automatic, instant exposure readings; film guide.
15. High speed parallelogram rewind crank, for quickest rewinding within seconds.
16. Macro-Switar 50mm f1.8 APOCHROMAT focuses from infinity all the way down to 7" (1:3).
17. Calibrated Visifocus color dot depth-of-field indicator (orange), reproduction ratios (red) and exposure factors (green) and distances (white).





## Choice of over 30 hand selected ALPA lenses



80 - 240 mm

45 - 100 mm



24 mm



28 mm



35 mm



35 mm



40 mm



50 mm



50 mm



75 mm



90 mm



90 mm



100 mm



135 mm



150 mm



180 mm



300 mm



360 mm



600 mm



The magnificent selection of ALPA precision lenses is still another important reason for the ALPA 10 d's unique versatility, to solve the most difficult photographic tasks and for the outstanding ALPA picture quality.

Supplied in snug fitting, quickchange bayonet mount, the more than 30 ALPA lenses range from 1.9mm f/1.9 ultra wide angle up to 5000mm super telephoto, and include the unrivaled ALPA-APOCHROMATS (see page 8), as well as perspective adjustment, special Macro and Zoom lenses (see lens chart page 10).

Selected from Europe's top lensmakers, every ALPA lens is individually tested twice—by both lens and ALPA manufacturers—and hand picked for you, carries an unconditional guarantee for optical excellence.

The inside cover page at the end of this brochure gives you an excellent comparison of the same subject photographed from the same location with 16 different ALPA lenses.

A complete set of solid snap-in filters, precision ground of finest optical glass dyed in the mass, plane parallel and coated, match the superior quality of the ALPA lenses (separate leaflet on request). The reversible ALPA lenshoods conveniently fit into the everready, lens or compartment cases.



## ALPA apochromats

ALPA's unrivaled APOCHROMATS offer you the highest degree of optical correction, reproducing all primary colors of the spectrum into the film plane. Their ultra luminosity, authentic tonal values perfect contrasts, needle sharp definition and precise color fidelity give you absolutely magnificent picture quality, even at full aperture.

Made by the world famous Kern lens factory the standard ALPA Macro-Switar 50mm f/1.8 APOCHROMAT focuses from infinity all the way down to 7", without any close-up accessories. At this distance the reproduction ratio is 1:3, i.e. the subject can be reproduced in lifesize by enlarging the negative 3 times. Visifocus color dot depth-of-field indicator, close-up reproduction ratios and exposure factors are calibrated on the lens mount. Each Macro-Switar is supplied with a test film (separate leaflet on request).

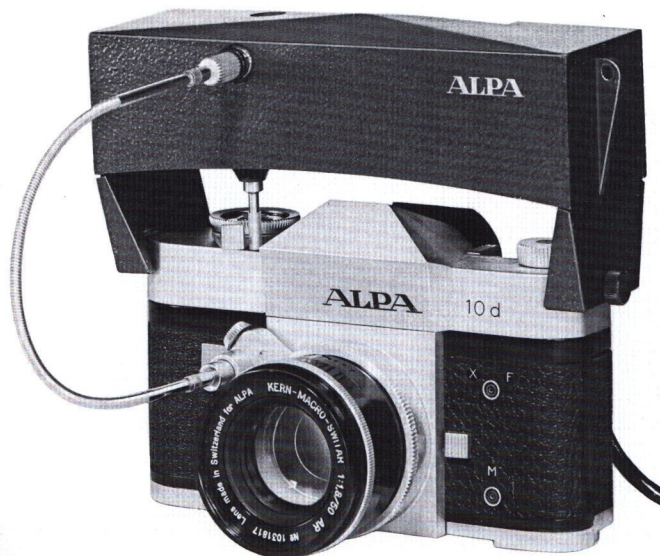
The Kinoptik 100mm f/2 and 150mm f/2.8 APOCHROMATS are absolutely unique high speed lenses of long focal length, color matched to the Macro-Switar. Their advanced design and exceptional optical qualities provide superb ALPA photographs, even under the most trying conditions. Other ALPA-Kinoptik lenses are the 1.9mm f/1.9, 9.8mm f/1.8, 18mm f/1.8 extreme wide angle and the 210mm f/2.8, 300mm f/3.5, 500mm f/5.6 and 1000mm f/8 telephoto lenses (separate leaflets on request).



## ALPA electric motor

Especially designed for professionals, scientists, industry, police, government, armed forces, etc., the electric motor converts the ALPA into an automatic camera, for rapid action and sequence photography. Operated by a compact, rechargeable battery rod 12 Volt DC or a transformer-rectifier 110 Volt AC/12 Volt DC, it automatically transports the film, counts the exposures and cocks the shutter.

The ALPA electric motor can also be operated by remote control from distances up to 300 ft., or with a wireless remote release from up to 2 miles (separate booklet on request).



## ALPA 100 ft. magazine

Completing the ALPA electro-automatic recording system is this indispensable tool for large volume photography such as close-ups, photomicrography, copy work, micro-filming, photo-journalism, sports, surveillance, traffic studies, training, lecturing, time lapse and motion studies, aerial and space photography, etc.

Accepting standard 100 ft. daylight loading reels, the ALPA 100 ft. magazine provides uninterrupted sequences of up to 800 exposures, without rewinding and reloading. It is equipped with a built-in cutting knife and a resettable exposure counter that both adds and subtracts. Exacting pin registration, as offered only in the most sophisticated 35mm professional movie cameras, guarantees an unbelievable spacing accuracy of 0.02mm! (separate booklet on request).

### ALPA 18 x 24 mm (17 x 22,5 mm) half frame camera

When used with the 100 ft. magazine this special ALPA 10 d model provides up to 1600 uninterrupted exposures, with the same spacing accuracy of 0.02mm! It is ideally suited for filmstrips, for education, sales promotions, advertising, any audio-visual application, etc.

### ALPA timer and programmer

The tempo timer provides preset intervals from 1-72 seconds and time exposures from 1/1000-36 seconds.

The intermo programmer offers one-by-one shots with preset intervals from 1 second to 27 hours, or sequences of 1-10 exposures with preset intervals from 1-100 seconds. Exposures can be set from 1/1000-100 seconds (separate booklet on request).





## The ALPA macrostat Copy and Close-up stand

This collapsible, easily portable miniature photo studio is ideally suited for copy work as well as indoor and outdoor close-up (Macro-) photography. It combines lightweight compactness, rugged stability, closest tolerances and extreme versatility with utmost ease and speed of operation. Thanks to the ingenious modular design for multiple combinations, it is the only system that easily solves any problems of copy work and macro-photography, including ultra close-ups, copying of small and large documents, duplicating of slides and film-strips, etc.

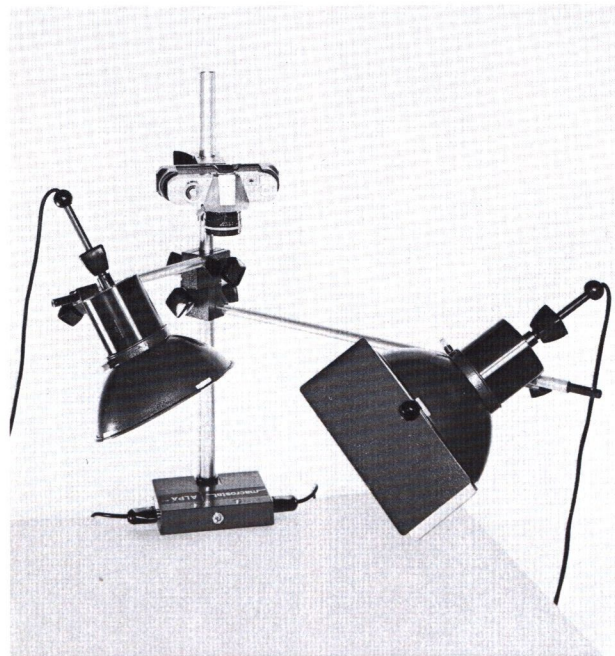
The Macrostat is an indispensable tool for scientific and industrial photography. It is being used successfully by researchers, doctors, dentists, biologists, chemists, geologists, archeologists, entomologists, botanists, engineers, technicians, police, government, armed forces, etc. But it also fulfills the most demanding requirements of professionals and amateurs and ... yours.



Special components such as reflectors, close-up light, adjustable macro and micro-stage, film duplicating attachment, two-way mirror, groundspikes, camera cradle, etc. give the Macrostat literally unlimited applications.

Originally designed for the ALPA, the Macrostat can also be used with any other 35mm and most  $2\frac{1}{4} \times 2\frac{1}{4}$ " cameras.

(CAPTIONS:) Macrophot combination for close-ups. Macrolab combination for copy work.



## ALPA macro and micro equipment

A miniature optical bench of exceptional precision, sturdiness and versatility, the ALPA combextan bellows system literally solves any problems of close-up (Macro-) photography. Supported by 2 rigid rails and smooth gliding riders with closest tolerances, the ALPA 10 d can be rigidly fixed in horizontal or vertical position—without any play whatsoever—for absolutely precise focusing with exclusive ball-bearing fine adjustment.

Bellows extensions range from 38mm up to 160mm, with the longer rail (ralex) up to 300mm, for reproduction ratios from 1:1 up to 12:1 and more, as indicated by the easily interchangeable extension and ratio scales. (Separate booklet on request)

ALPA bellows, extension tubes, lens inversion rings, special close-up lenses and micro adapters offer a continuous focusing range from infinity down to ultra close-ups, for any reproduction ratio between 1:10-1:1-20:1-(with microscope) 1500:1, without any gap between Macrophotography and Photomicrography. (Separate booklet on request)

The automatic lens diaphragm feature is retained with bellows and extension tubes—with twin cable release, pistol grip. It can easily be disconnected for remote release or depth-of-field control (separate depth-of-field chart on request).





The principal Alpa lenses	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
	Retrofocus	Retrofocus	Curtagon	PA-Curtagon	Macro-Kilar E/D	Macro-Switar	Xenon	Xenar	Alfiar	Macro-Kilar	Apochromat	Télé-Xenar	Apochromat	Alfiar	Télé-Kilar	Télé-Xenar	Fern-Kilar	Varioagon	Télé-Varioagon
Focal length in mm . . . . .	24	28	35	35	40	50	50	75	90	90	100	135	150	180	300	360	600	45-100	80-240
Rel. aperture f . . . . .	3,5	3,5	2,8	4	2,8	1,8	1,9	3,5	2,5	2,8	2	3,5	2,8	4,5	4	5,5	5,6	2,8	4
Smallest diaphragm setting f . . . . .	22	22	22	22	22	22	22	32	22	32	22	22	32	32	32	32	45	22	22
Angle of field on the diagonal of 24x36 mm frame	83°	75°	62,5°	76°	55°	45°	45°	32°	27°	27°	24°	18,5°	16°	13°	8°	7°	4°	48,6-25,4	30,4-10
Ratio of image size at infinity, standard focal length 50 mm = 1 . . . . .	0,46	0,56	0,7	0,7	0,8	1	1	1,5	1,8	1,8	2	2,7	3	3,6	6	7,2	12	0,9-2	1,8-4,8
Direct focusing from infinity down to . . . . . ft	15¼"	19 <sup>11</sup> / <sub>16</sub> "	11½"	11½"	7½/6¼	11"	19 <sup>11</sup> / <sub>16</sub> "	18 <sup>1</sup> / <sub>11</sub> "	39½"	14 <sup>1</sup> / <sub>5</sub> "	33½"	6½'	5½'	8 <sup>1</sup> / <sub>5</sub> '	6'	15'	33'	4'	6'
Subject to image ratio en nearest direct focusing . . . . .	1:11	1:14	1:5,5	1:5,5	1:2/1:1,1	1:3	1:8	1:3,8	1:9	1:1	1:7,5	1:12	1:9,5	1:11	1:5	1:10	1:12	1:20-1:10	1:17-1:6
Weight in ounces resp. pounds . . . . .	12½	12¼	8½	9½	5½/6	9 <sup>5</sup> / <sub>16</sub>	9½	5½	13½	20½	26½	12½	37	20½	4½ p	47½	9 p	30	66
Length of the lens . . . . .	2¾"	2¾"	1¾"	1¾"	1¾"	1¾"	1½"	2¾"	3"	4¼"	4¾"	3¼"	7 <sup>5</sup> / <sub>16</sub> "	5 <sup>7</sup> / <sub>16</sub> "	8½"	10"	25 <sup>9</sup> / <sub>16</sub> "	4¾"	7¼"
Number of elements . . . . .	8	6	6	7	4	7	6	4	4	4	6	5	6	5	4	4	2	14	14
Ø for filters . . . . .	D	D	B	B	E	B	B	A*	B	A	D	B	D	B	K*	Sp.	K*	70 mm	85 mm
Code word for filters . . . . .	filtrado	filtrado	filtrabe	filtrabe	ecrana	filtrabe	filtrabe	filtrana	filtrabe	filkit	filtrado	filtrabe	filtrado	filtrabe	filkit	xfiltran	filkit	filvar	befil
Ø for sun-shade . . . . .	-	-	B	B	-	B	B	A*	B	incl.	D	B	D	B	incl.	Sp.	incl.	incl.	incl.
Code word for sun-shade . . . . .	-	-	Curtabe	Curtabe	-	omxabe	omxabe	omxana	telebe	-	parso	telebe	parast	alibe	-	parante	-	-	-
Preset - diaphragm . . . . .	autom.	autom.	autom.	-	simple	autom.	autom.	simple	autom.	simple	autom.	autom.	autom.	autom.	simple	simple	simple	autom.	autom.
Leather case for lens only . . . . .	reblak	reblak	reblak	reblak	reblak	reblak	reblak	reblak	reblak	nodark	nodark	reblak	kindark	aldark	-	texdark	-	pafour	pafour
Leather case for lens with sun-shade . . . . .	-	-	reblak	reblak	-	normdark	reblak	xetdark	muldark	-	nodark	reblak	kindark	aldark	trade	texdark	trave	pafour	pafour
Manufactured by . . . . .	Angénieux	Angénieux	Schneider	Schneider	Kilfitt	Kern	Schneider	Schneider	Angénieux	Kilfitt	Kinoptik	Schneider	Kinoptik	Angénieux	Kilfitt	Schneider	Kilfitt	Schneider	Schneider

\* "filtrabe" filters and "omxabe" sun-shades can be used with conversion ring "interbag BA"

K\* Wratten gelatine filters

### (Cover)

The superlative  
And the ALPA system of photography  
Carnivorous plant  
ALPA with Macro-Switar 50 mm f/1.8  
Apochromat  
Thumb sucking forbidden.  
ALPA with Macro-Switar 50 mm f/1.8  
Apochromat  
Rock thrush, an extreme rarity  
Alpa (concealed) 3 ft. from bird's nest  
ALPA with Kinoptik 100 mm f/2  
Apochromat and flash

### (Inside Cover)

Mont Blanc and Grandes Jorasses  
Mountains

### (Inside Back Cover)

This remarkable pictorial series of the famous Chateau Chillon on Lake Geneva, Switzerland, was taken with an ALPA from exactly the same location, using 17 different lenses with the focal length indicated beneath each picture.  
Chateau Chillon. Comparative views with lenses form 24 mm to 1000 mm.

### (Back cover)

Tearful Reflection  
ALPA with Macro-Switar 50 mm f/1.8  
Apochromat  
Family Album  
Portrait with Tele-Xenar 135 mm f/3.5

### THE ALPA FORMULA:

Swiss Chronometer Precision + Hand  
Selected Lenses =  
Unconditional Guarantee for Highest  
Mechanical, Electronic  
and Optical Performance.

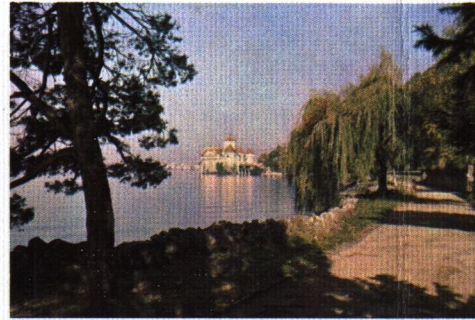




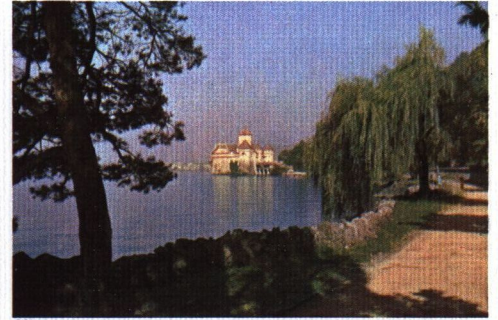
24



28



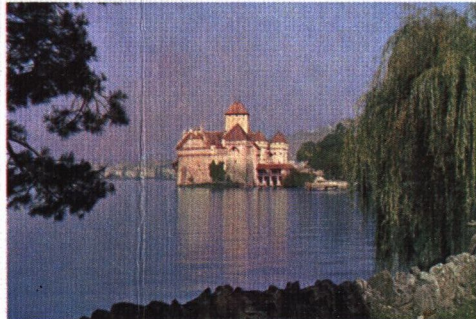
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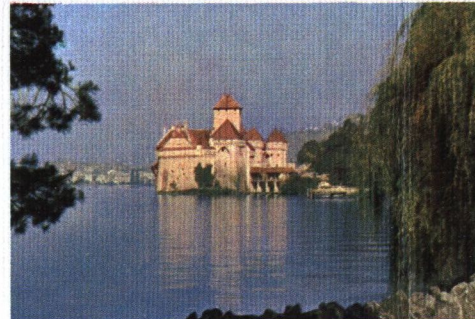
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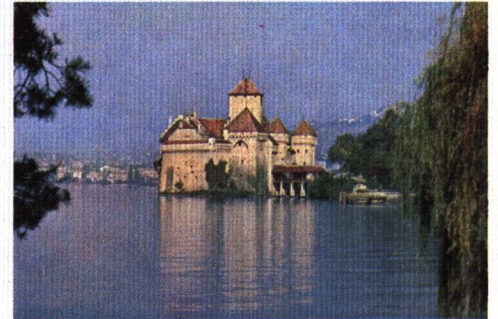
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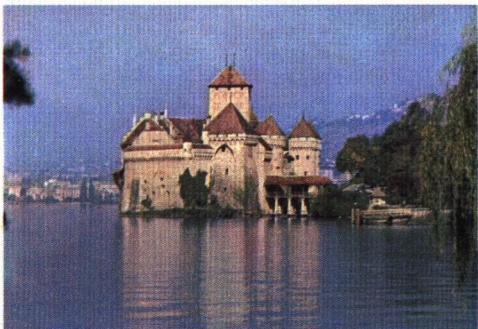
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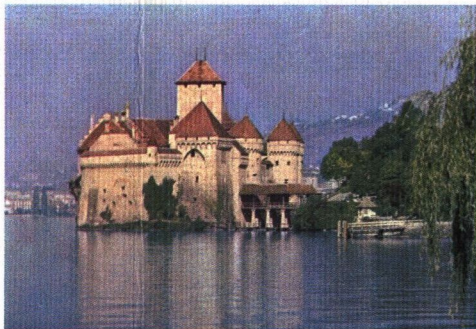
90



100



135



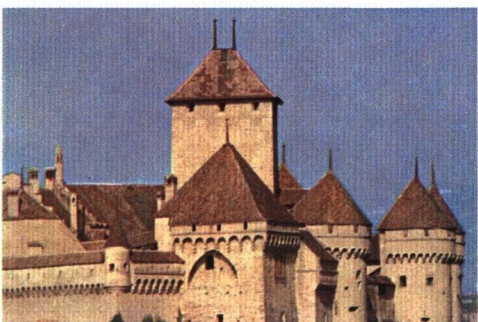
150



180



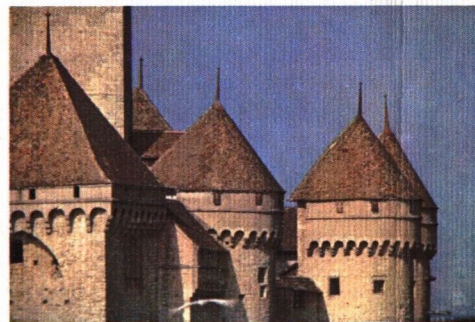
300



360



500



600



1000



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