

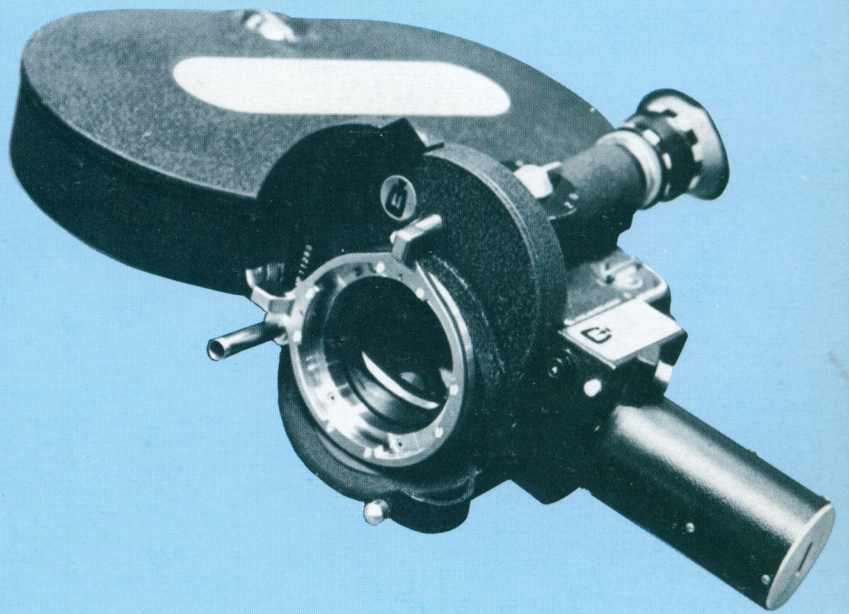
**OUR "HARD FRONT"  
MAKES IT EASY...**  
for the Arri 35 to accept  
reflexed BNC-mount lenses.



For a production company using both BNC and Arri 35 cameras, this eliminates the costly duplication of lenses, and assures that all scenes will intercut consistently since they would all be shot with the same set of lenses.

The new Cinema Products designed "Hard Front" for the Arri 35 incorporates a BNC mount which eliminates the need to remount reflexed BNC lenses to a smaller diameter, or to change the mount on the BNC. The "Hard Front" also makes it possible for the Arri 35 (normally light-cone limited to f1.4) to accept the new faster lenses which require a larger diameter mount. In addition, with a massive, positive locking BNC mount, even the heaviest lenses will seat securely on the Arri 35.

The new Cinema Products designed "hard front" features a precision fitting light weight magnesium front casting, which is rigidly secured with four mounting screws; a lens bore made of stainless steel for positional accuracy; and an easy grip BNC-type locking ring to secure the lenses.



**cinema  products**  
CORPORATION

*Technology In The Service Of Creativity*

2044 Cotner Avenue, Los Angeles, California 90025  
Telephone: (213) 478-0711 ■ Telex: 69-1339 ■ Cable: Cinedevco