

A110

January, 1978

Rollei

The Rollei A110:

The ultimate 110 pocket camera combining precision quality, extremely simple operation and outstanding design with unique computer cube flash automation, electronic exposure control with blue silicon photocell, superior optics, and the easy "Pull-Shoot-Push" feature assuring care-free pictures every time.

Technical Data

Camera Type:

Ultra-miniature camera for 13 x 17mm format from 110 cartridges; 12 or 20 exposures, transparencies, color or B & W negatives.

Lens:

23mm Tessar* f/2.8, 4 elements, 3 groups.

Focusing:

Distance symbols in viewfinder, focusing accomplished by slide lever below lens.

Focusing Range:

3.3 feet (1 meter) to infinity.

Film Transport:

Push-Pull operation will not transport film unless shutter is released.

Shutter:

Electronically controlled programmed shutter, speeds 1/400 to 4 seconds, apertures f/2.8 to f/16.

Viewfinder:

Bright-line finder, focusing symbols and minimum focusing distance displayed.

Meter Cell:

Silicon blue photocell.

ASA Range:

ASA 64 - 100

Exposure Measuring Range:

EV 1 to 17 with 80 ASA (20DIN) film.

Measuring Range Signal:

Light-emitting-diode (LED): continuous green light when pressing test button for hand-held shots, (shutter speed faster than 1/30 second), intermittent light indicates tripod or flash shots (shutter speed below 1/30 second).

Longer Exposures:

LED stays lighted after exposure is completed to indicate proper functioning of camera.

Flash:

Flash adapter for electrically fired flash cubes.

Computer Controlled Flash Automation:

Silicon blue photocell measures and controls exposure during flash to give exact balance between flash and ambient light.

Battery:

One 5.6 volt battery (e.g. Mallory PX 27).

Release:

Soft release; release locked with camera closed.

Tripod Bushing:

1/4 — 20.

Size:

3.3 x 1.75 x 1.2 inches (84 x 44 x 30mm).

Weight:

Approx. 6 1/2 ounces (185 grams) with battery.

Accessories:

Metal carrying chain, leather case, flash adapter, supplied with camera.

160140 Rollei A110 with case, cube adapter, carrying chain, and battery.

700800 Replacement PX27 battery.

*Made by Rollei under license from Carl Zeiss, Oberkochen, West Germany.

A Jewel of Elegant Precision The World's Smallest Pocket Camera



The Rollei E110:

A compact, aperture-priority automatic exposure 110 camera with Cds sensor and focus flash automation. Simple operation, outstanding design, unique automatic cube flash, plus super sharp optics, all combined in an easy-to-use camera for carefree results.

Technical Data

Camera Type:

Ultra-miniature camera for 13 x 17mm format from 110 cartridges; 12 or 20 exposures, transparencies, color or B & W negatives.

Lens:

23mm Tessar* f/2.8, 4 elements, 3 groups.

Focusing:

Distance symbols in viewfinder, focusing accomplished by slide lever below lens.

Focusing Range:

3.3 feet (1 meter) to infinity.

Film Transport:

Push-Pull operation will not transport film until shutter is released.

Shutter:

Aperture preferred, electronically controlled shutter, speeds 1/250 to 4 seconds.

Aperture:

User selects aperture on three position scale — Bright — Hazy — Overcast. Apertures f/2.8 to f/16.

Viewfinder:

Bright-line finder, focusing symbols and minimum focusing distance displayed.

Meter Cell:

CdS photo cell

ASA Range:

ASA 64 — 100
ASA 320 — 500

Exposure Measuring Range:

EV 1 to 16 with 80 ASA (20DIN) film.

Measuring Range Signal:

Light-emitting-diode (LED): continuous green light when pressing test button for exposures faster than 1/30 second; missing green signal as indicator for danger of incorrectly chosen f/stop or requirement of flash.

Longer Exposures:

LED stays lighted after exposure is complete for approximately one second to indicate proper functioning of camera.

Flash:

Flash adapter for electrically fired flash cubes.

Flash Exposures:

Automatically controlled: as the lens is focused the aperture varies to give the proper exposure.

Battery:

One 5.6 volt battery (e.g. Mallory PX 27).

Release:

Soft release; release locked with camera closed.

Tripod Bushing:

1/4 — 20.

Size:

3.3 x 1.75 x 1.2 inches (84 x 44 x 30mm).

Weight:

Approx. 6½ ounces (185 grams) with battery.

Accessories:

Metal carrying chain, leather case, flash adapter, supplied with camera.

737010 Rollei E110 with case, cube adapter, carrying chain, and battery.

700800 Replacement PX27 battery.

*Made by Rollei under license from Carl Zeiss, Oberkochen, West Germany.

