

# A NEW GENERATION

Introducing the Canon AV-1.  
The New Generation continues.

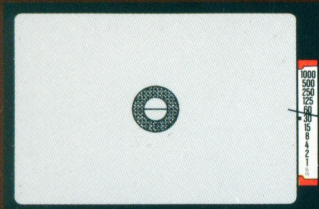




## BASIC ECONOMICS

One of the basic laws of economics is the law of Supply and Demand. And it's because of this law that a new Canon "A" Series SLR has been created. The Canon AV-1.

The AV-1 represents Canon's desire to offer the quality of Canon electronic SLR design in a package of maximum value and simplicity. To accomplish this, we took experience gained through the creation of our other electronic "A" Series cameras and produced an aperture-priority automatic exposure camera of Canon quality at a price that's a revelation. And the reason the price is low is due to the AV-1's aperture-priority exposure system. It costs less to make than shutter-priority. And you reap the rewards of this cost savings where it matters most...your budget.



It's no secret that when we introduced our New Generation AE-1 three years ago, it really *did* mark the beginning of a whole new generation of photography. Not just in terms of technology, but in terms of value and people. Involving a spectrum of photographers that was unique in its breadth, from absolute novices to seasoned professionals. Spawning a virtual ocean of imitators, the AE-1 quickly became the most asked-for camera of its type anywhere. And, three years later, it still is.



Our competitors responded to the AE-1 with aperture-priority automatic cameras considerably simpler...but in the same general price range. We think that, for most applications, shutter-priority automation is superior. And we think that you shouldn't pay shutter-priority prices for aperture-priority design. And so, we made the AV-1. It is, in effect, the camera for everyman. The *basic*

automatic SLR of the electronic age of photography.

## WHAT IT DOES

The operation of the Canon AV-1 is electronic photography with SLR versatility at its most straightforward level. It works in simple aperture-priority fashion: you pick the aperture you want, the AV-1 selects the proper shutter speed for perfect exposures

flash other than the Canon Speedlites 155A and 199A. Speeds are stepless, for superb accuracy, and a new technological advance in shutter design permits increased simplicity and a *genuine* increase in efficiency as well.

The viewfinder is simple, complete and highly functional, showing the speed selected by



in almost any light. Like other "A" Series Canon SLR's, the AV-1's metering sensitivity is center weighted, for optimum exposures in a wide range of lighting situations. For additional control in backlit situations, there is a button for +1.5 f-stops exposure compensation, realized in a 1.5-step drop in shutter speed.

Shutter speeds on the AV-1 range from 2 to 1/1,000 sec., plus "B" and a manual speed of 1/60 sec. for use with electronic

the camera's CPU computer, over- and underexposure warning marks, slow shutter speed warning/battery check mark and split-image/microprism/matte focusing system.

Outside, controls have been simplified and enlarged for superior right-hand operation with virtually no chance of "control confusion." All operational characteristics are in keeping with the AV-1's design philosophy of peerless performance with near-total simplicity.

## THE "A" SYSTEM

As part of the Canon "A" Series of cameras, the AV-1 uses the Power Winder A for sequences (up to 2fps above 1/60 sec.) and single motorized advance at any speed. Plus both



the Speedlite 155A and 199A for exceptionally easy automatic electronic flash photography. Each unit sets the AV-1's shutter speed to the correct 1/60 sec. for flash synchronization, while the user selects the proper auto flash aperture using the unit's calculator dial. As with the A-1 and AE-1, should you shoot before the ready light is on, the AV-1 reverts to the normal auto exposure mode. It's almost impossible to make an exposure mistake. And,



like all the "A" Series cameras and other Canon SLR's the AV-1 will give you options on more than forty of the finest lenses in 35mm photography plus an almost limitless list of accessories for practically every conceivable photographic application. And since the AV-1 is an aperture-priority automatic camera, you can use stopped-down automation with all non-FD Canon lenses and accessories.



## THE IDEA

The AV-1 is really the logical extension of the AE-1 rationale. It is, frankly, our answer to some competitors who are making cameras of the AV-1's general configuration...but are asking what amount to AE-1 prices for somewhat less technological sophistication and performance than the AE-1 has to offer. Canon's goal with the AV-1 is to make quality SLR photography more economical and simpler.

Check out the AV-1 soon. You'll see we've succeeded.



THE OFFICIAL  
35MM CAMERA OF  
THE 1980 OLYMPIC  
WINTER GAMES

# Canon<sup>®</sup> AV-1



# CANON "A" SERIES ACCESSORIES

The Canon "A" Series of accessories for Canon "A" Series cameras is more complete, more interchangeable, more economical and more dependable. Because all Canon "A" Series cameras share similar electronic technology, there's greater flexibility in the system. One Winder will fit all the cameras. The same for the auto flash units. It makes more sense. And it makes the Canon "A" Series a better buy.



**Interchangeable Lenses**  
Canon lenses, from Fish Eye to Super-Telephoto are a perfect match for any "A" Series Canon SLR.

**Speedlite 199A**  
Automatic flash sets aperture and speed on the A-1 and AE-1; speed on the AT-1 and AV-1.



**Speedlite 155A**  
Automatic flash sets aperture and speed on the A-1 and AE-1; speed on the AT-1 and AV-1.



A-1



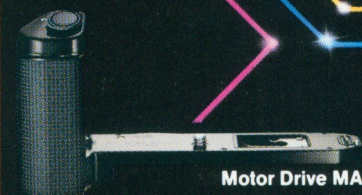
AE-1



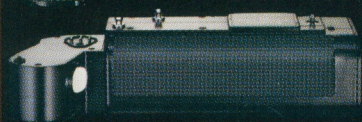
AT-1



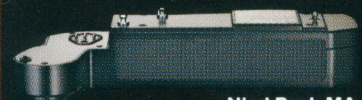
AV-1



Motor Drive MA



Battery Pack MA



NiCd Pack MA

**Motor Drive MA**  
The heart of the A-1's fabulous new motor. Compact, rugged. Professionally competent.

**Battery Pack MA**  
For an incredible 5fps top speed with the Motor Drive MA Basic Unit. Plus *unique* "instant high speed" switch for 5fps from any other mode.

**NiCd Pack MA**  
Rechargeable, compact and light weight. The ideal replenishable power source for the Motor Drive MA.



**Power Winder A**  
The perfect motorized film advance. For single shots or sequences at up to 2fps with any "A" Series camera.



**Databack A**  
Interchanges with the back on the A-1, AE-1 and AT-1 cameras. Records date/data as you shoot.

Camera	Auto Exposure	Match-needle Exposure	Application
A-1	yes	no	General automatic photography and sophisticated problem solving
AE-1	yes	no	general automatic photography
AT-1	no	yes	general photography
AV-1	yes	no	primarily automatic photography



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