

2 1/4 SINGLE-LENS REFLEX

# Bronica GS-1

**LENS:** 100mm f/3.5 Zenzanon-PG in interchangeable bayonet mount, stops to f/22, focusing to 2 ft., 5 1/2 in.

**SHUTTER:** Electronically-controlled Seiko #0 leaf type in each lens, with speeds from 16 to 1/500 sec. plus B and T, X-sync at all speeds.

**VIEWING:** Interchangeable waist-level finder or eye-level prism with interchangeable focusing screens; standard screen has full-focusing matte surface.

**OTHER FEATURES:** Interchangeable 120/220 or 35mm backs permit format sizes of 6x7cm, 2 1/4 in. square, 6x4.5cm, 24x36mm (standard 35mm) 24x69mm

(super-wide 35mm); filmbacks incorporate film-speed dials to key set ASA into attached AE prism finders; film-wind crank simultaneously cocks shutter, advances film, brings mirror into viewing position; AE Prism Finder G incorporates silicon meter cells, provides through-lens, aperture-priority, center-weighted auto exposure with shutter set on "A", displays set shutter speed, EV difference from correct exposure in manual metering mode plus shutter-release warning, flash ready LEDs, has 16 sec. AE lock; with Speed Grip and dedicated flash attached, camera provides auto flash with

off-the-film flash metering; electromagnetic shutter release; provision for multiple exposures; mirror lock lever; battery check.

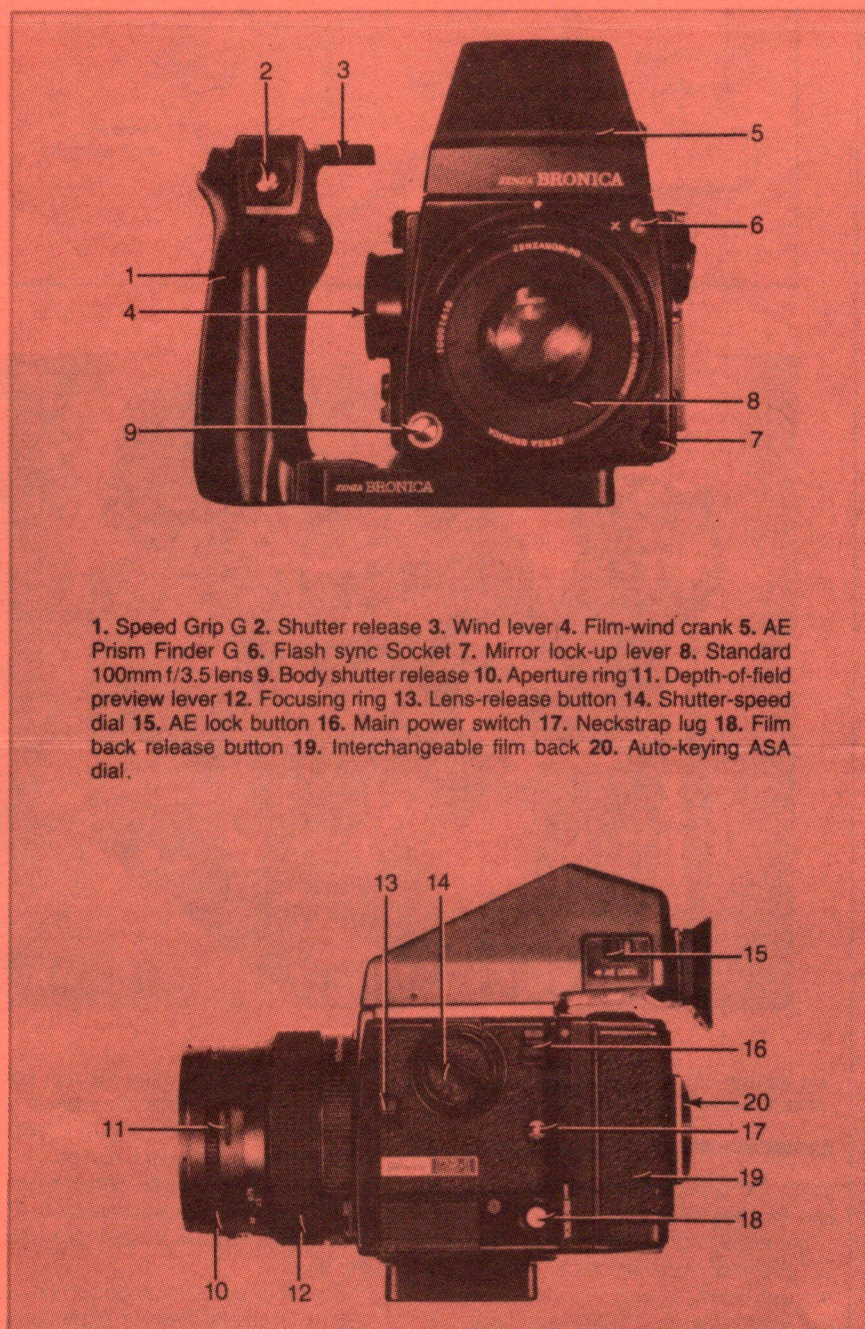
**PRICE:** \$1695.00 with 100mm f/3.5 lens, waist-level finder and 120/220 roll-film back.

**MANUFACTURER:** Zenza Bronica Industries, Inc. Tokyo, Japan.

**IMPORTER:** G.M.I. Photographic, Inc. Farmingdale, NY 11735

**PHYSICAL DIMENSIONS:** 4 3/8 in. wide, 4 1/8 in. high, 7 1/8 in. deep.

**WEIGHT:** 4 lbs., 1/2 oz.



1. Speed Grip G 2. Shutter release 3. Wind lever 4. Film-wind crank 5. AE Prism Finder G 6. Flash sync Socket 7. Mirror lock-up lever 8. Standard 100mm f/3.5 lens 9. Body shutter release 10. Aperture ring 11. Depth-of-field preview lever 12. Focusing ring 13. Lens-release button 14. Shutter-speed dial 15. AE lock button 16. Main power switch 17. Neckstrap lug 18. Film back release button 19. Interchangeable film back 20. Auto-keying ASA dial.

Bronica's new GS-1 is a thoroughly modern 6x7cm SLR that's equally at home in the field and in the studio. It's a camera that's obviously been engineered for hand-held use, and with the optional Speed Grip (with its top-mounted two-stroke wind lever) and AE Prism Finder attached, as shown, it handles and functions much as a scaled-up 35mm SLR. On the other hand, the GS-1 features a fully modular design with an electronically-controlled leaf shutter in each lens and automatic keying in of film speeds by setting the ASA dial on each interchangeable film magazine. In common with its leading competitors, the GS-1 transfers information to and from its mounted meter prism via an array of ten gold-plated contacts directly in front of its interchangeable focusing screen, but it goes them one better in offering an integral 7-segment LED display for previewing the set shutter speed even when the standard waist-level finder is used. In addition, the GS-1 offers an unparalleled range of interchangeable backs, from standard 35mm up to full-format 6x7cm, thus extending the camera's shooting flexibility dramatically.

In order to engineer all these significant and useful features into a relatively compact and light-weight body (for a 6x7cm SLR) something had to go, and that something was the revolving back and its attendant finder-masking system. With the waist-level finder and 6x7cm magazine fitted, the GS-1 is effectively a "horizontal-only" camera, but there are several ways out of this dilemma. You can either fit a 6x6cm (2 1/4 in. square) or a vertical-format 6x4.5cm film back, thereby side-stepping the issue, or you can mount a prism finder and the Speed Grip which will let you view, focus, frame, and shoot in either orientation quite conveniently.

The GS-1 is also the first camera in its class to feature off-the-film flash metering. Since there is no dedicated hot shoe built into the body you've got to mount the Speed Grip to get one. The Speed Grip transfers flash exposure information from an in-body flash sensor to its top-mounted hot shoe via 7 gold-plated prongs which mate with contacts on the camera body bottom.

Given its ergonomic design, wide choice of films and formats, and up-to-date electronics, the GS-1 is a formidable medium-format alternative. We'll have more to say about its features and performance when we put it through our tests.



# THE MEDIUM FORMAT

## Bronica's GS-1—For the Multi-Format Shooter

By Rod Long

Bronica's newest model, the multi-format GS-1, has something perhaps for everyone—including those photographers still caught between continuing with 35mm and moving up to medium format. Just in time for your New Year's resolution to improve your photographic versatility, the GS-1 just might be the ship you're waiting to hop aboard.

The claims and specifications of the GS-1 are ambitious—and impressive. It offers the best of both worlds with the capacity to change formats simply by changing film backs. In addition to being a versatile, full-featured 6×7 single-lens reflex, it is an exceptionally compact camera.

Standard format size is the meaty 6×7cm negative on 120 or 220 roll film. Also available are film backs for 6×6, 6×4.5 (also on 120 and 220 film), the Polaroid Back G, and an unusual 35mm (that's right!) film back. Loading film and changing backs is simple.

A snappy-looking black body supports a full range of lenses by Zenzanon GS-1, with the standard (and the one I used while testing) being the Zenzanon PG 100mm f/3.5. The lenses attach and detach with a simple snap and twist (following alignment) thanks to Bronica's exclusive four-claw bayonet mount.

The GS-1's shutter is a Seiko electronic leaf shutter powered by a single six-volt silver-oxide battery. Shutter speeds range from 1/500 second to a whopping 16 seconds. Flash synchronization is possible at all shutter speeds.

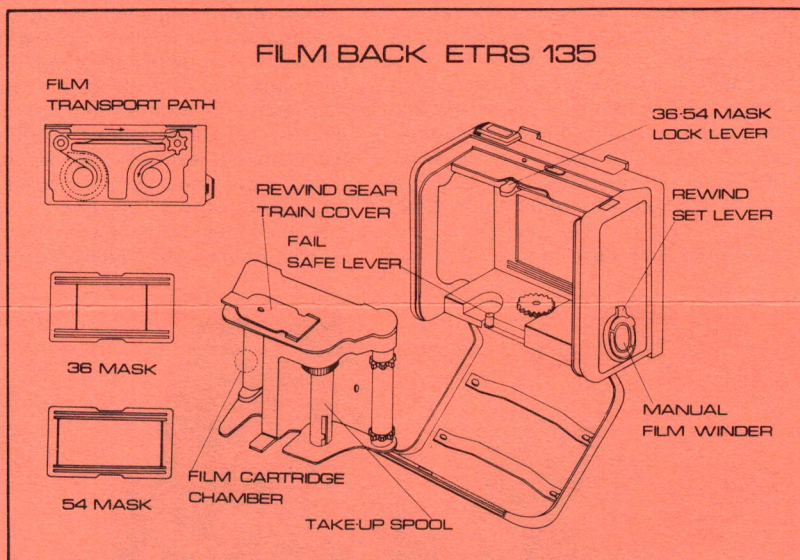
The model I tested had the standard 100mm lens, the standard (6×7cm) film back, an impressive AE Prism Finder G, and an accessory that made handling a breeze—the pistol grip.

Metering using the AE finder on A is through the lens with aperture priority. The bright finder enables you to slightly depress the shutter (without firing) and read your scene, decide how much depth of field you want, dial apertures accordingly, and fire away. It's simply a matter of setting the shutter speed dial to A.

Manual shutter-speed-priority exposures are possible simply by taking the shutter speed dial out of A and manually deciding the f-stop you want.

The film back has an exposure-compensation dial directly across from the ISO film-speed scale. You can manually dial up to three stops over or under (with increments in 1/3 stops). Using the finder on A and your proper ISO dialed in you can take a creative walk on the wild side.

Additional features worth mentioning in-



**No matter which format back you want to attach, Bronica's GS-1 looks good on film.**

clude the capacity for multiple-exposures and time-exposures.

My initial impressions of the GS-1 (without the grip) were favorable, but I also felt that flexibility was inhibited by the eye-level rather than waist-level finder. These initial impressions changed radically after I attached the speed grip. There's a

comfortable throw using the film advance lever on the grip rather than the manual one on the body. It also makes handholdability using a heavier camera a reality.

Bronica's GS-1: multi-format, multi-application, and multi-experimentation. That New Year's Resolution sounds better all the time.

For more information about the GS-1 visit your nearest Bronica dealer or write to GMI Photographic, Inc., 1776 New Highway, Farmingdale, NY 11735. ■