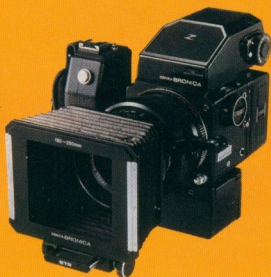


Zenza
BRONICA®
ETR-C

*The "Ideal" Medium-Format
Photography System.*



**35mm****6 × 4.5cm**

A "SUPER" CAMERA WITH A "MINI-120" ROLL FILM FORMAT

For years, if you wanted light-weight and fast handling, a 35mm camera was the only choice. And if you wanted motor drive operation and exposure automation, again 35mm was the answer.

But sometimes 35mm wasn't quite what you needed after all. Because if you wanted the image quality that only a larger format could offer, you had to move up to 2-1/4 square, with its problems of greater weight, and a square format that didn't fit standard print sizes easily. But now all that's changed. The Bronica ETR-C offers the handling ease of a 35mm, while at the same time it delivers a negative that is not only nearly 3-times as large as 35mm, but is also an almost exact

match for standard printing paper sizes. This larger negative area means that less enlargement is required for any given print size. It also means easier retouching on the negative when required, and less chance for tiny dust specks to become big spotting problems on prints.

What it also means is a larger, more useful film format in a camera hardly larger than most 35's. So you get the benefits of 120/220 roll film, in the new ideal proportion, in a camera with the fast handling responses of a 35mm SLR, right along with the wide versatility of a complete accessory system.

The Bronica ETR-C...it's a new answer to a lot of old problems.

JUST CONSIDER
THE CREATIVE POSSIBILITIES OF
MOTOR DRIVE AND EXPOSURE AUTOMATION...



Motorized Film Advance

The accessory Motor Drive converts the Bronica ETR-C to fully motorized, single-frame or continuous sequence operation. Ideal for sports, fashion, industrial, portrait and all other action oriented photography. Attachment to the camera is direct and positive...requiring no further notifications. The camera base already incorporates contacts for sending electrical signals to and from the motor drive. These signals allow the shutter in each lens to signal the drive when shutter action is complete, and film advance can begin...especially important at slow shutter speeds.

Combine the Motor-Drive-E with a 220 film load, and you're ready for 30 frames of action-filled photos at speeds up to 1-frame per second.



Add the AE Finder for Completely Automatic Operation

Attaching the AE prism finder to the ETR-C converts the camera to full exposure automation, with the electronic shutter system automatically controlled by the AE finder.

Shutter speeds are chosen in a stepless, continuous range from 8 seconds to 1/500th, after an aperture has been selected. Two fast-reading Silicon Blue cells take an averaged, thru-the-lens exposure reading at full aperture. The finder shows an eye-level, laterally correct and erect image for quick handling convenience.

The AE finder can also be used in the manual mode; the prism still provides exposure information, but the photographer selects his shutter speed in steps from 8 seconds to 1/500th. The AE finder is usable with film speeds from ASA 25 to 3200, and exposure compensations of ± 1 stop are possible for back-lit or in-the-shadow subjects.

Light Emitting Diode Shutter Speed Display

With the AE finder on Auto, the correct shutter speed for the selected aperture is automatically chosen when the shutter release is pressed. This shutter speed can be previewed simply by pressing the display button at the front of the finder. The shutter speed is then displayed by LEDs along the bottom edge of the screen. Red triangular marks at either end of the scale light to indicate under-or over-exposure.

THERE'S A WIDE RANGE OF OPTIONAL EQUIPMENT FOR BUILDING A PERSONAL PHOTOGRAPHY SYSTEM.

Interchangeable Zenzanon Lenses

Each Zenzanon interchangeable lens for the ETR-C has its own electronically controlled leaf shutter, with X-synch up to 1/500th second. Shutter speeds are controlled by the ETR-C body, which makes possible full exposure automation with the AE finder. Speeds are stepless and continuous from 8 sec. to 1/500th in Auto mode; in steps over the same range in Manual. In addition, 1/500th second is always available, even without battery power. Time exposures can be made on the lens itself.

Zenzanon 40mm f/4

Lens construction: 9 elements,
7 groups

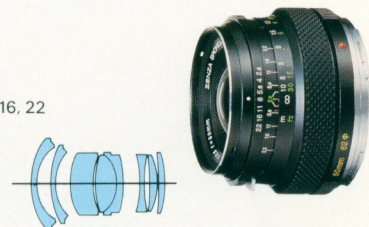
Angle of view: 82°30'
Aperture stops: 4, 5.6, 8, 11, 16, 22
Diaphragm: Fully automatic
Minimum focus: 40cm (1.3 ft.)
Filter size: 62mm screw-in type
Weight: 478 grams



Zenzanon 50mm f/2.8

Lens construction: 8 elements,
7 groups

Angle of view: 70°
Aperture stops: 2.8, 4, 5.6, 8, 11, 16, 22
Diaphragm: Fully automatic
Minimum focus: 50cm (1.6 ft.)
Filter size: 62mm screw-in type
Weight: 464 grams



Zenzanon 75mm f/2.8

Lens construction: 5 elements,
4 groups

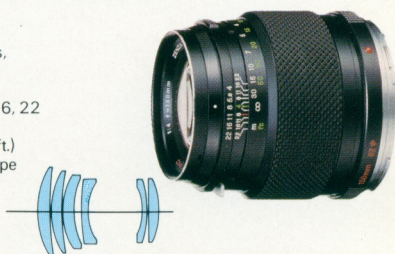
Angle of view: 50°
Aperture stops: 2.8, 4, 5.6, 8, 11, 16, 22
Diaphragm: Fully automatic
Minimum focus: 60cm (1.9 ft.)
Filter size: 58mm screw-in type
Weight: 417 grams



Zenzanon 150mm f/4

Lens construction: 6 elements,
6 groups

Angle of view: 26°30'
Aperture stops: 4, 5.6, 8, 11, 16, 22
Diaphragm: Fully automatic
Minimum focus: 150cm (4.9 ft.)
Filter size: 62mm screw-in type
Weight: 605 grams



Zenzanon 250mm f/5.6

Lens construction: 6 elements,
6 groups

Angle of view: 16°
Aperture stops: 5.6, 8, 11, 16, 22, 32
Diaphragm: Fully automatic
Minimum focus: 350cm (11.4 ft.)
Filter size: 62mm screw-in type
Weight: 820 grams



System Interchangeability Increases Your Photographic Range

Rotary Viewfinder: A reflex viewing finder showing an upright image moving in the same direction as the lens. Its eyepiece can be rotated 90° left and right, making it ideal for low-angle use, or for eye-level viewing to the side or around corners.

Prism Finder: A compact, eye-level finder showing an erect and unreversed image. Lightweight and excellent for general use.

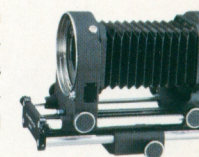
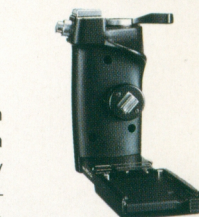
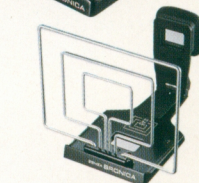
Sports Finder: An open frame finder, with direct viewing frames for 50mm, 75mm and 150mm lenses. Part of the focusing screen remains visible. Perfect for news and sports photography.

Waist-Level Finder: Stores compactly when collapsed. Shows an erect, but reversed, image when open. Includes flip-up magnifier for critical focus of the central image area.

Speed Grip: Gives the ETR-C the fast handling, lever-wind action of a 35mm SLR. Two fast strokes wind the film and cock the shutter. Front release button falls naturally under the finger. Provides easy shooting in the vertical and horizontal formats; includes a hot shoe for flash.

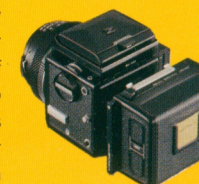
Extension Tubes: 14mm, 28mm and 42mm tubes used singly between lens and camera body. Provide exciting close-focus capability with automatically coupled shutter and diaphragm action. Complete auto exposure action when used with AE prism finder.

Bellows: Also used between lens and camera for obtaining greater extension than possible with tubes. Magnification from .72x to 2.18x with 75mm lens. Shutter and diaphragm action are automatically coupled; auto exposure operation with AE finder. Other system accessories include right angle finder, professional bellows-style lens hood, tripod quick release mount and more.



Bronica ETR with Interchangeable Film Backs

If you need the additional professional capability of interchangeable film backs, ask your dealer for information on the Bronica ETR. It has all of the features of the ETR-C, plus the ability to easily interchange 120, 220, and 70mm backs for up to 90 exposures. Polaroid film backs for types 105, 106, 107, 87 and 88 Polaroid film are also available.



SPECIFICATIONS OF THE ZENZA BRONICA ETR-C

Type:	4.5cm × 6cm (1-5/8 × 2-1/4 in.) format lens shutter type single lens reflex camera with interchangeable lens, film holder, finder and focusing screen systems.
Negative frame size:	42.5mm × 55.1mm.
Film:	120 roll film (15 exposures); 220 roll film (30 exposures).
Standard lens:	Zenzanon 75mm F2.8 lens; 5 elements in 4 groups; 50° angle of view; minimum aperture F/22; helical focusing from inf. to 60cm (1.9 ft.)
Filter mount size:	58mm dia. screw mount on 75mm lens; 62mm dia. screw mount on 40mm, 50mm, 150mm and 250mm lenses.
Lens mount:	Exclusive four-claw Bronica bayonet mount.
Lens diaphragm:	Fully automatic instant reopening lens diaphragm action; equal-distant aperture scale graduations; depth of field previewing.
Shutter:	Electronic control SEIKO #0 between-lens leaf shutter; electronic control shutter speeds from 8 sec. to 1/500 sec. plus time (T) exposures; without battery mechanical control 1/500 sec.
Multiple exposure:	Multiple exposures possible with lever on body.
Viewfinder:	Interchangeable viewfinder system. <ul style="list-style-type: none">● Prism Viewfinder (eye-level viewing).● AE (Automatic Exposure) Finder (eye-level prism viewfinder).● Waist-level Finder (collapsible type with flip-up magnifier).
Focusing screen:	Interchangeable focusing screen. <ul style="list-style-type: none">● Microprism split-image spot surrounded by matte collar; split-image diagonally oriented for vertical/horizontal linear features.
Flash synchronization:	X-setting (up to 1/500 sec.)
Battery checking:	Exclusive battery checker button provided with green-colored LED light on top of camera.
Battery:	Single 6-volt silver oxide battery (Eveready No.544, UCAR No.544, Mallory No. PX-28 or equivalent).
Miscellaneous:	Shutter release button safety lock and tripod mounting socket.
Dimensions:	90mm wide × 106mm high × 157mm long (with standard lens and waist-level finder).
Weight:	1,330 grams (2.9lbs) (with standard lens and waist-level finder).



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