

# MINOLTA 110 ZOOM SLR



The SLR that zooms, computes,  
macros and pockets.

## Introducing the SLR that Zooms, Computes, Macros and Pockets.

### The Minolta 110 Zoom SLR: A design destined to become a classic.

If you designed a camera that is so totally unique that it offers state of the electronic camera art features and broad versatility in remarkably compact design, you'd have good reason to be excited, right?

At Minolta we're enjoying just that kind of feeling. Because we've come up with just such a camera. We call it The Minolta 110 Zoom SLR. And it's a new breed of camera. One that could only be born of the world's largest selling SLR camera maker. A camera made with a proud heritage in subminiature camera and easy-to-use pocket cameras. It's a camera that can boast convenient usability to every level of camera enthusiast. And back up the claims with precision features.

To beginners, it's an electronically forgiving, 110 film cartridge loading, automatic exposure camera. One that lets its user zoom in and out effortlessly to frame beautifully composed pictures.

To the seasoned professional, it's a go anywhere SLR camera that lets you enlarge with unbelievable resolution. Shoot close-up photography. It's an SLR system that carries its own lenses right with it. Because the 110 Zoom's precision Rokkor lens zips from 25mm normal all the way to 50mm short telephoto with just a smooth gliding twist.

Every now and then someone comes up with a design that is destined to merit great acceptance. The Minolta 110 Zoom SLR is such a creation. But don't take our word for it. Experience the SLR that zooms, computes, macros and pockets for yourself. It's a great addition to anybody's photographic bag.



## SLR Viewing

The precision of SLR now comes in an exciting, compact package. 110 Zoom SLR's single lens reflex system lets you see through the lens what will appear on the film—essential when you are using the zoom or close-up capability. Utilization of an eye-level Porro mirror prism and quick return mirror results in compact design and precision.



## 2x Zoom Rokkor Lens

The design is totally new. And, the completely new development of the 110 Zoom camera has produced a zoom lens with the versatility of 35mm format. The 25mm—50mm f/4.5 Zoom Rokkor is equivalent to a 50mm—100mm lens in 35mm format, and the 2x zoom allows you to frame your subject with pinpoint accuracy and sharp definition that Rokkor lenses are known for.

## Built-in Close-up Capability

Another exciting plus inherent in the Minolta 110 Zoom SLR is the fact that it has been designed for close-up photography. Just twist the ring and you are ready for those close-ups. Come as close as 30cm (12 in.) and you still retain the crisp definition that Rokkor is renowned for.

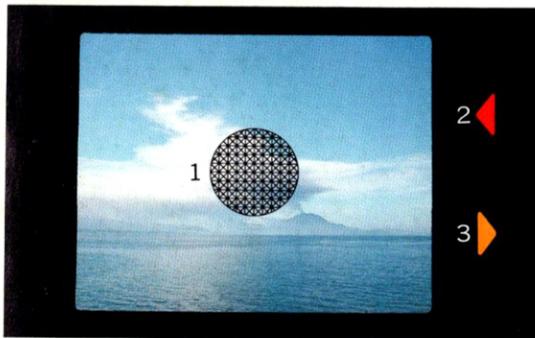


## Electronic Auto Exposure

The Minolta 110 Zoom SLR is the camera that's easy to live with. Because it does all the work for you. Simply set the f-stop anywhere between the f/4.5 to f/16 range. The aperture-priority of the 110 Zoom ensures that the fully automatic electronic exposure system controls the shutter speed steplessly from 1/1000th to ten full seconds, giving you the exact exposure, such as 1/325th, 1/571th, 1/989th. You can also adjust the exposure manually for up to two stops over or under the auto setting, for difficult lighting conditions or professional effects.

## Bright Viewfinder

What you see is what you get because the bright, parallax-free SLR viewfinder shows the image crisply and clearly. Simple focusing is achieved by means of the microprism. In the viewfinder there are two warning lights: the yellow LED glows for slow-speed warning when the shutter speed would be under 1/50. The red LED serves three important functions: It warns that, at the f-stop chosen, the shutter speed required for proper exposure is beyond the 1/1000th sec. top shutter speed of the camera. (So stopping down to a lower f-stop is necessary.) It also serves as the battery check and indicates "B" or "X" setting.



1. Microprism.
2. Red LED multi-function light.
3. Yellow LED slow-speed warning light.



The Minolta 110 Zoom SLR (Actual Size)

## Flash Photography

If you're a night person you'll be happy to know that the X setting is for electric flash and sets the shutter speed at 1/150 sec. With Minolta's Auto Electroflash 25 fitted to the direct-contact hot shoe you don't have to worry about difficult calculations. The 110 Zoom SLR camera and Auto Electroflash 25 are designed for compatibility.



## Single Stroke Winder

Film advance is operated by a single short stroke action of the thumb. The light and easy action saves time and effort so you can catch those impromptu shots.

## Soft Shutter Release

The Minolta 110 Zoom SLR is a "soft-touch" with a good reason. An important feature of the 110 Zoom's design is the soft shutter release which cuts out camera shake and gives an easy "feel" to the 110 Zoom SLR camera.

## Safety Features

The battery checker ensures that there is sufficient power in the batteries. In addition, if the shutter is released when battery power is too low, the eyepiece shutter remains closed, which blacks out the viewfinder as a warning. The camera can still be used manually on the "X" setting with a shutter speed of 1/150 sec.

The 110 Zoom camera has three built-in safety locks: the shutter release lock to avoid releasing the shutter by mistake; the shutter function dial lock, to ensure that the function stays as set; and exposure adjustment control lock, to avoid accidental movement of the control.

## SPECIFICATIONS

### 110 Zoom SLR

**Type:** Single-lens-reflex camera for No. 110 film cartridges with zoom/macro lens and automatic exposure control

**Lens:** 25—50mm f/4.5 Zoom Rokkor-Macro, 10 elements in 10 groups plus swing-in macro element; auto-preset apertures f/4.5, 5.6, 8, 11, and 16, intermediate settings possible; filter thread diameter: 40.5mm

**Focusing:** 1m (3.3 ft.) to infinity, 286 to 307mm (11-1/4 to 12-1/8 in.) in close-up setting

**Shutter:** Metal-blade, behind-the-lens type, stepless electronically controlled speeds 1/1000 to 10 sec., mechanical "X" (1/150 sec.) and "B" (bulb) settings

**Exposure control:** Aperture-priority automatic exposure; metering by CdS cell; exposure range: EV 1 (e.g., 10 sec. at f/4.5) to EV 18 (1/1000 sec. at f/16) with ASA 100 film;  $\pm 2$  EV adjustment possible

**Power source:** Two 1.5v silver-oxide cells

**Battery warning system:** Built-in finder shutter remains closed if shutter is released in auto when battery power is insufficient

**Viewfinder:** Eye-level Porro-mirror type with microprism focusing aid in mat field; magnification: 0.56X (at f=25mm) to 1.1X (f=50mm) focused at infinity; red and yellow light-emitting diodes (LED's) indicate shutter-speed range, X and B settings and battery condition

**Mirror:** Quick-return type

**Film advance:** Lever type, with single 80° stroke

**Flash sync.:** Direct-contact hot shoe for electronic flash only

**Others:** Cable release socket, tripod socket, shutter setting, release locks and strap-attachment provision

**Accessories:** Hand strap, rubber lens hood, soft case with detachable neck strap, filters, cable release and eyepiece correction lenses

**Size and weight:** 53.5 x 108 x 132mm (2-1/8 x 4-1/4 x 5-1/4 in.), 430g (15-1/8 oz.)

### Auto Electroflash 25

**Maximum guide number:** 25 in meters with ASA 100 film, 41 in feet with ASA 25

**Automatic working range:** 4.5 to 0.7m (14.8 to 2.3 ft.)

**Flash duration:** 1/40,000 to 1/2,000 sec. in auto; 1/2,000 sec. in manual

**Recycling time:** Approx. 6 sec.

**Number of flashes:** 210 with alkaline-manganese batteries

**Power source:** Four 1.5v penlight-size batteries

**Size and weight:** 55 x 61 x 105mm (2-1/8 x 2-3/8 x 4-1/8 in.), 155g (5-1/2 oz.)

Specifications subject to change without notice



Left is 110 film actual size. Below is enlargement taken by our 110 Zoom SLR.



The 110 Zoom SLR camera's lens is equivalent to a 50–100mm in 35mm format.



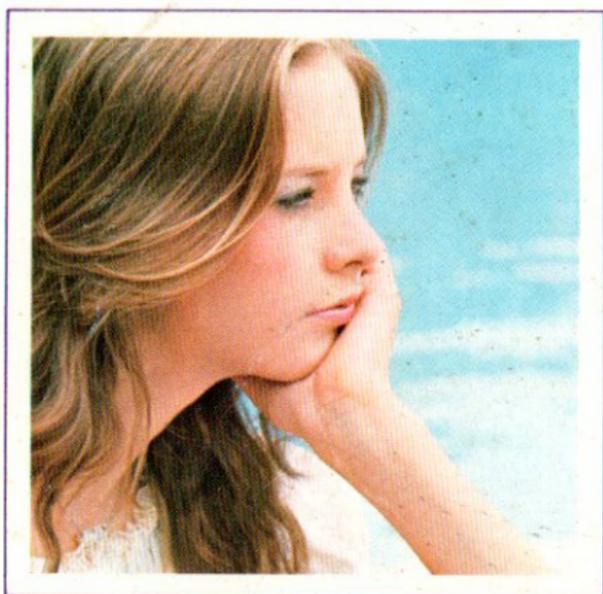
25mm



37.5mm



50mm



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