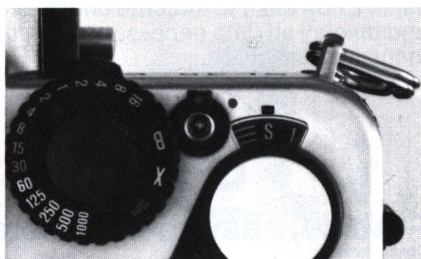


Rollei

Dealer Sales Aid

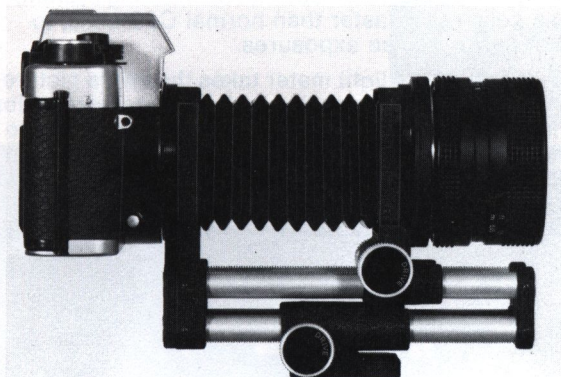
Rolleiflex SL35 E



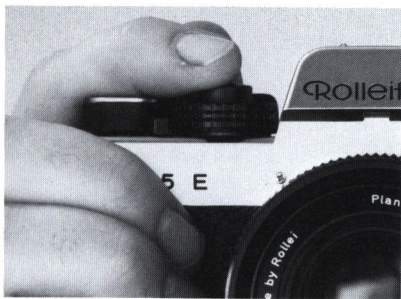
Operation with both aperture-preferred automatic and manual modes.

Unlike competitive cameras, the Rollei SL35 E incorporates both a fully automatic (aperture-preferred) system and a full manual mode, which operates through the viewfinder.

Rollei engineers choose an aperture-preferred system, because it never loses automation, even when your customer is using any of the SL35 E's matched accessories. This aperture-preferred system provides more flexibility than shutter-preferred systems, and delivers longer exposures, to a maximum of 16 seconds.

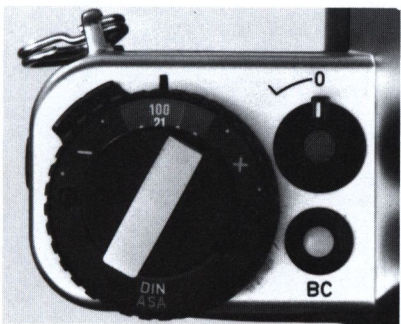


When the SL35 E is in the automatic mode, excellent results are obtained by simply focusing and shooting. This means that even a person who's never before used a fine camera can get satisfying results by setting the SL35 E in its automatic mode. But then, as he becomes more sophisticated and more interested in obtaining creative photographs, he can switch to the SL35 E's manual mode, and take over control of the camera himself. The SL35 E's manual mode operates with settings indicated through the viewfinder, unlike other comparably priced automatics.



Memory Hold

The Rolleiflex SL35 E's automatic mode also includes a Memory Hold feature. Just point the camera at your subject, gently touch the shutter button, and presto! The SL35 E's micro-computer will retain the exposure reading indicated in the viewfinder. Since the lens remains wide open, your customer can then choose a different angle for his photograph, move closer to or further away from the subject, or even zoom in or out, without altering the original exposure. This feature is especially helpful when shooting under unusual lighting conditions, such as when the subject is intensely back- or sidelit.



Under- and Overexposure compensation

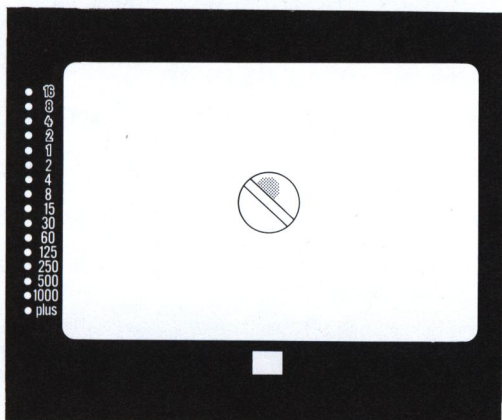
For certain difficult lighting situations, such as when shooting in the snow or at the beach, just set the exposure compensation knob on the SL35 E, and it automatically delivers ± 2 f/stop exposure compensation while still in the automatic mode.

Full-information viewfinder display

The SL35 E's viewfinder incorporates both a diagonal, split image viewfinder and microprism. It produces an exceptionally bright image that's easy to focus, even when shooting in dim light or using wide angle lenses.

The SL35 E's viewfinder also has a mini-prism which displays aperture directly from the lens barrel itself.

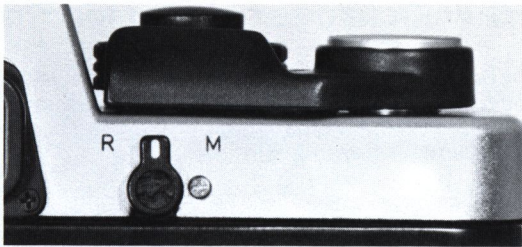
When the SL35 E is in automatic mode, 16 red LED's at the left of the viewfinder indicate shutter speed, which is stepless and continuously-variable. These same LEDs flash to indicate under- or overexposure, and display all data necessary when using the camera in the manual mode.



Precise, easy-to-use metering

Because light conditions can change rapidly, the SL35 E uses silicon photo diode cells in its metering system. These cells react faster than normal CdS cells, to deliver more precise exposures.

While the SL35 E's light meter takes the entire picture into account, it favors or "weights" the center portion of the viewfinder. Since the main subject is usually to be found in this area, the meter cannot be fooled by light or dark backgrounds. This means that the SL35 E always delivers professional-type exposures, to give even novice photographers consistently satisfying results.



Easy multiple exposures

Exciting, creative multiple exposure photographs are easy to obtain with the Rolleiflex SL35 E. By moving the multi exposure lever to the right and the photographer can take as many exposures as he wishes in the same frame. The lever automatically returns to the normal position after firing the shutter.



Easy-to-change focusing screens

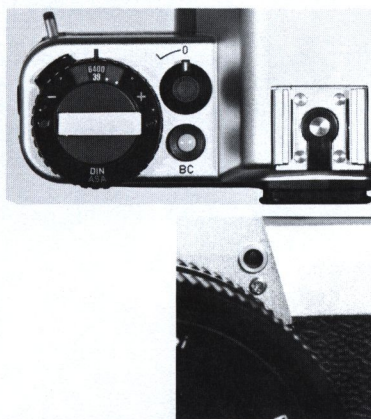
Some cameras offer interchangeable focusing screens, but if your customer wants to make a switch, it means the camera goes back to the manufacturer for modification. In comparison, the interchangeable focusing screens available for use with the SL35 E can easily be switched by the customer himself. So as his photographic needs change, the SL35 E can change with him.



Compact design

The Rolleiflex SL35 E may be the most sophisticated camera ever produced by Rollei, but its solid state electronic components make it substantially smaller than any previous Rollei 35mm SLR, and smaller even than many other so-called compact cameras. In fact, the SL35 E weighs just 28.4 ozs. (807 grams), and measures a svelte 5.3"x3.4"x3.5", complete with 50mm f/1.8 lens.

This new, compact design makes the SL35 E easier to hold and easier to use. All controls are human engineered and located precisely where they ought to be — giving the SL35 E a remarkably natural heft and feel.



Electronic self-timer

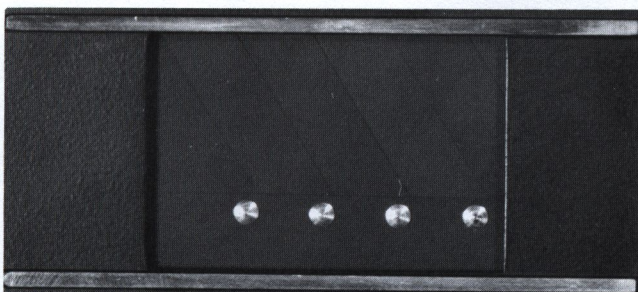
In the SL35 E, the old-fashioned mechanical-type self-timer has been replaced by a solid-state electronic self-timer. All that's necessary to activate this timer is to move the lever located adjacent to the ASA knob to the self-timer position. This causes a 10-second delay before the shutter fires.

Self-timing on the SL35 E is indicated by a glowing, red LED conveniently located on the front of the camera, where it is easier to see.

Self-timing can be overridden at any time by simply moving the self-timer lever back to its original position, automatically firing the shutter.

Exclusive Rollei-designed 14-blade shutter

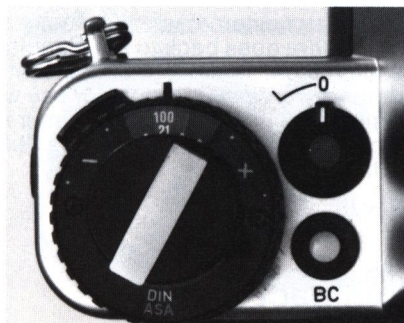
The SL35 E also has the Rollei-exclusive 14-blade, vertical-running, metal focal-plane shutter. This unique shutter construction allows the SL35 E to synchronize with electronic flash at 1/125 second.





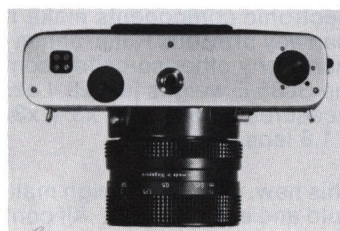
Quick-change bayonet lens mount

The SL35 E has a quick-change bayonet lens mount system that allows your customer to change lenses faster and easier than that permitted by conventional screwmount systems.



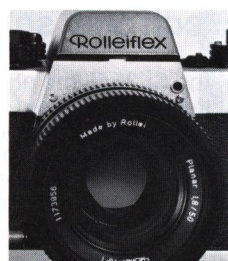
Extended ASA range

An incredible amount of photographic experimentation is made possible by the SL35 E's extended ASA range of 25 to 6400. This is also a substantially wider range than that offered by most competitive compact cameras.



Built-in auto winder coupling

Built-in drive cam and signal contacts mean that the SL35 E is factory-prepared to accept the soon-to-be-announced Rollei matched auto winder, to help your customer achieve dramatic and exciting action sequences.



Zeiss* designed normal lenses

The Zeiss*-designed Rollei lenses, with multi-coated optics, deliver optimum sharpness. They feature a quick-change bayonet mount, depth-of-field indicator, infrared index and distance scales in feet and meters. The Planar 50mm normal lenses are available either as an f/1.8 or f/1.4 version.

*Made by Rollei under license from Carl Zeiss.