



New Rollei 35 classic

An exclusive instrument of precision
and lasting value

Rollei
fototechnic

Made in Germany

1966

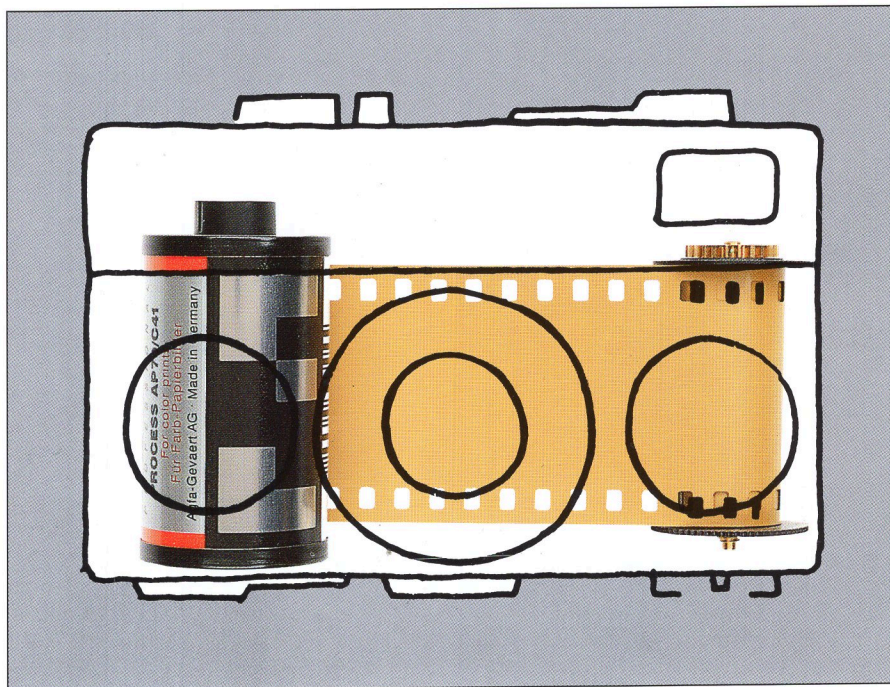
The year in which Georg Kiesinger takes over as Federal Chancellor following Ludwig Erhardt's resignation, de Gaulle commences his second seven-year period of office, Mao proclaims the "cultural revolution" in the People's Republic of China, England wins the World Cup at Wembley football stadium, and the mini skirt conquers the world of fashion.

But then the market changed, with the coming of the pseudo-compacts, with proliferating features, growing automation – and more bulk. The all-pervading point-and-shoot way was not to everybody's taste: some found it more frustrating than fun, and nostalgically remembered the good old days before one became a slave to automation.

In 1966, a sensation is caused at the Photokina exhibition in Cologne: Rollei launches its first 35 mm camera. It's the world's smallest camera for 35 mm film. Barely larger than a packet of cigarettes, and yet packed with superb optical and mechanical workmanship. Incredibly sturdy with its robust metal body. A tiny camera built for photography in a big way.

Over the years, millions of photo enthusiasts took pictures with it, filled their albums and showed off the performance of this little gem in slide show evenings. It was the ideal second camera for the professional, too: light, handy, pocketable, a constant companion. Even today, many of those early models are still in constant use – you come across them on almost any vacation.

An engineering drawing from the early design phase shows how the camera was literally built around the film cartridge.



Compact, pocket-sized shape

Not much has been changed to the compactness of this camera. At 100.8×70.8×44.8 mm, it's still one of the smallest 35 mm cameras on the market. A neat piece of precision engineering, which is handy to have around on any occasion.

Solid construction

The camera body and outer shell are all metal. Tough enough to reliably protect the camera's precision components against impact and jolts.

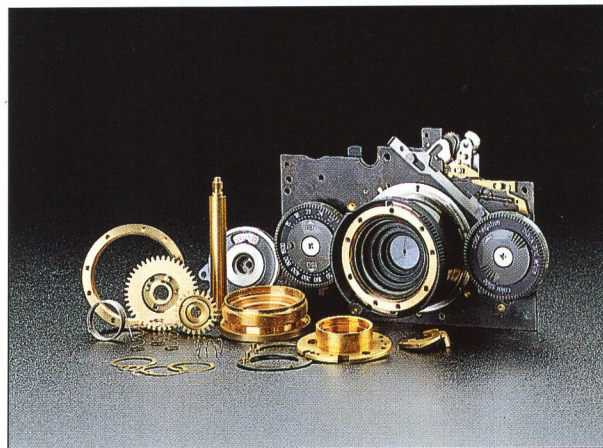
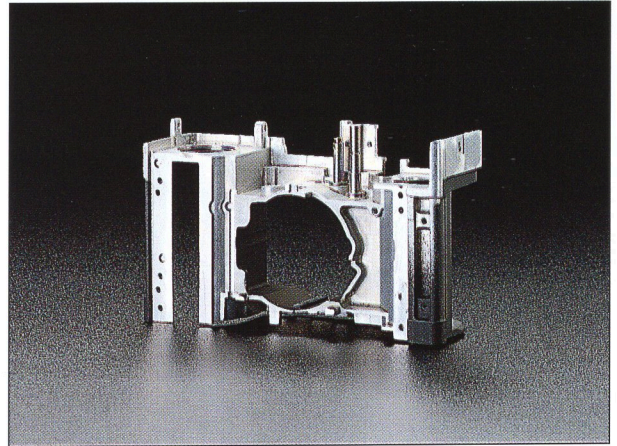
Efficiency and exquisiteness in one

You can see at first glance that the Rollei 35 classic is something very special. All external metal surfaces are coated with titanium, gold or platinum. This is done by means of a sophisticated galvanic process, using additional high-powered cathode bombardment for titanium to ensure maximum resistance to scratching and abrasion. Even years later, the Rollei 35 classic will still retain its exquisite appearance.

A high-precision camera "made in Germany"

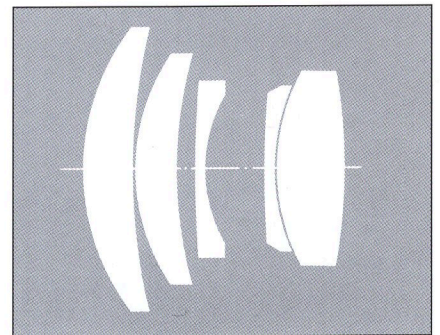
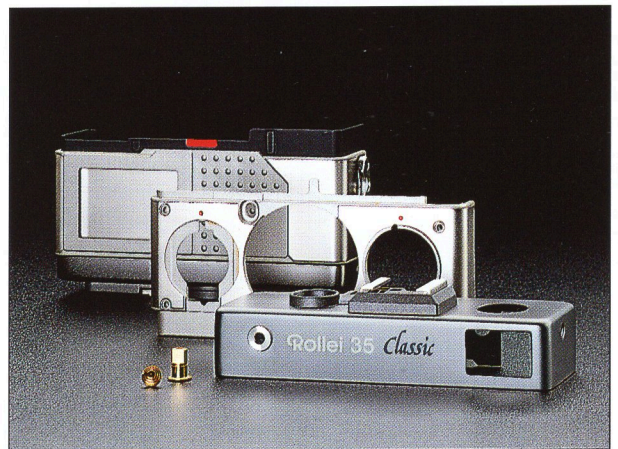
The Rollei 35 classic is German-made throughout. The Brunswick factory fabricates the components to tight tolerances; expert skilled operators then assemble the parts by hand. Numerous tests and inspections ensure that every camera leaving the factory fully meets Rollei Fototechnic's strict quality criteria.

The camera body made from high-grade diecast aluminium signifies brilliant design input and robustness.

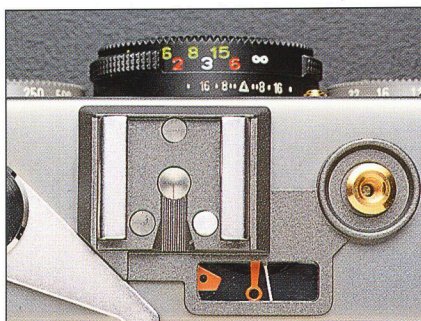


Precision made components reflect the long tradition in mechanical precision engineering and the exacting standards for which Rollei has become so famous.

Coating of the outer metal parts with titanium, gold and platinum gives the camera its added exclusiveness.



The camera is subjected to careful manual checks and electronically monitored testing throughout all stages of production.



Masterpiece made in Germany: a handful of precision and exclusiveness.

Follow-pointer exposure metering allows plenty of scope for deliberate creative control.

The brilliant-frame finder gives a clear, bright image.

Illumination right up to the very edges with the powerful Rollei 20 REB electronic flash unit.

Brilliant Zeiss lens

The image quality of the five-element Zeiss Sonnar f2.8/40 mm HFT is almost proverbial. It's the result of an ingenious lens design, high-quality materials and precision manufacturing. A major contribution also came from Rollei's HFT multicoating process which guarantees optimum light transmission. The lens barrel of the Rollei 35 classic is collapsible: a clever solution which makes the camera so convenient to carry around.

Reliable exposure metering with scope for individuality

You can select your own exposure control mode: aperture priority or shutter speed priority. The right hand dial sets the aperture, and the left hand dial the shutter speed which ranges from $1/500$ to $1/2$ second. The follow-pointer exposure coupling of the CdS meter with the aperture and shutter speed settings assures exact exposures. Yet it also provides scope for deliberate creative control.

Powerful flash

You don't need to miss interesting photographic opportunities because of low-light conditions. The Rollei 35 classic comes with the Rollei 20 REB, a powerful flash unit that has thyristor electronic control. Its guide number of 20, with ISO 100/21° film, gives you a range of 5 m in automatic mode, and even up to 7 m in manual mode with f/2.8. A pleasant change to the built-in flash units of today.

Carry the camera safely and in style

The Rollei 35 classic is supplied with a high-quality case to ensure maximum camera protection when you're on the move. Combining excellent materials and craftsmanship with stylish good looks, this case is the perfect match for the camera.

**Rollei 35 classic –
an exclusive instrument of precision
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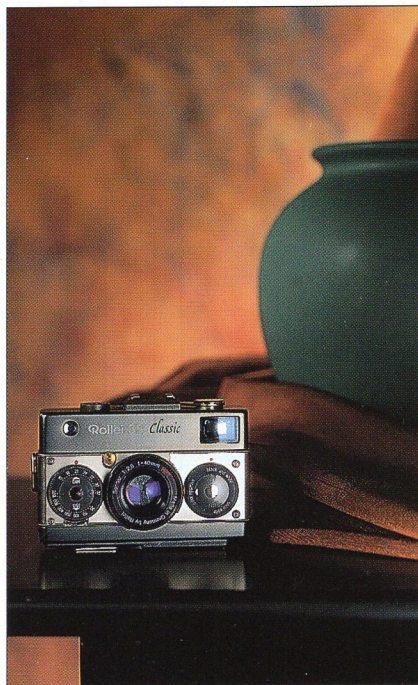
A singular camera returns



Like the famous twin-lens Rolleiflex, the Rollei 35 has a striking appearance, a personality of its own. And classics of this calibre never go out of fashion. That's why today, that singular camera returns to new glory: the Rollei 35 classic for all who still enjoy putting their own effort and creativity into photography, and for those who like to own something out

of the ordinary. Technically updated, and highlighted by its new prestigious look, this camera stands out above what the present market can offer.

With the Rollei 35 classic you'll hunt in vain for DX coding, automation or built-in motor. Instead it offers everything you really need, and everything that makes photography a pleasure.



Precision for good photos

Technical data: Rollei 35 classic

Type: Compact 24x36 mm viewfinder camera with follow-pointer exposure meter.

Features: Collapsible lens. Leaf shutter with speeds from 1/2 to 1/500 sec and B. Exposure meter system coupled with aperture and shutter speed settings. Film speed settings from ISO 25/15° to 1600/33°. Double-exposure lock. Film memo holder. Hot shoe for electronic flash units.

Exposure meter system: Follow-pointer system with CdS photoresistor. Metering range from 16 to 16000 cd/m² with

ISO 100/21° film. Powered by 1.35 V button cell.

Finder: Eye-level optical finder, 0.6x magnification. Reflected bright-line frame with external field and parallax marks.

Lens: Collapsible 40 mm Zeiss Sonnar f/2.8 HFT, 30.5 x 0.5 mm filter thread. Aperture range f/2.8 to f/22. Focused manually by distance scale; near limit 0.9 m.

Dimensions: Approx. 100.8 x 70.8 x 44.8 mm.

Weight: Approx. 375 g.

Technical data: Rollei 20 REB flash

Compact flash unit with thyristor electronic control and matching the style of the Rollei 35 classic.

Guide No. 20 (metric, ISO 100/21° film)

and automatic mode at f/4.

Recycling time 0.5 to 16 sec, depending on flash distance and battery state.

Powered by two 1.5 V size AA batteries.

For even better photos

There's no need for an extensive range of accessories with the Rollei 35 classic. The lens hood and special filters will enhance the quality of photos taken in



extreme light conditions, for instance in the mountains or by the sea. The long carrying cord will keep your hands free.

You can use it as a convenient neck sling or to carry the camera beneath your jacket.