

Rolleiflex



FRANKE & HEIDECHE · BRAUNSCHWEIG

Twin lens photography

is sure-shot photography. The ROLLEIFLEX offers you photographic certainty due to its outstanding design and technical perfection:

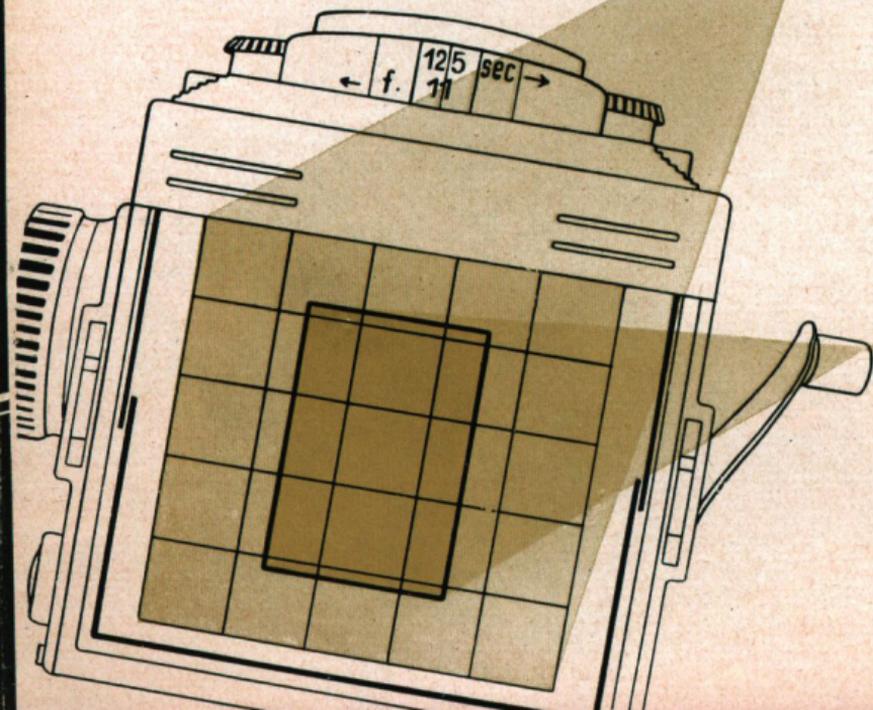
You see what you photograph. The ground glass screen offers the nearest thing to the *finished* picture. Sharpness, effectiveness of the subject matter and color can be checked *all at once* and even throughout the exposure.

From the very beginning you will be taking pictures *correctly*. Handling of the camera couldn't be easier, due to its simple, automatic operation. You will become familiar almost instantly with the few operating steps.

With ROLLEI, you will be equipped for any picture possibility. The very simple working rules always apply. In addition, through the use of ROLLEI'S ingenious but practical accessories, you will be able to master the special requirements of all the important fields of photography.

Good results will be certain from the start. This «seeing» camera with its simple, basic principle will enable you to make the most rapid progress — your eye will be quickly trained to see the best picture effects. Also, as you become more highly skilled, you will find that your ROLLEI will easily meet and master the most challenging of photographic problems.

The world-wide success of the ROLLEI, evidenced by the countless superb photographs appearing in the leading illustrated publications, proves impressively its universal acceptance and inherently superior capabilities.



3.5



At a Glance:

Sharpness + Picture Effect

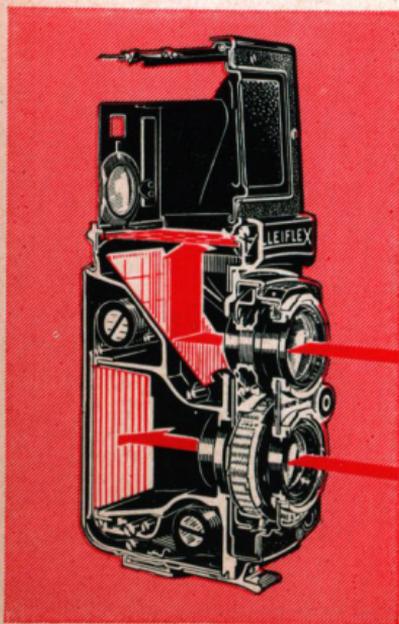
The ground glass screen makes adjustment of the camera simple, clear, easy and accurate. You always see the complete «control» image, large and brilliant, in the focusing hood:

- in correct focus
- in correct picture format
- in full negative size
- with finest details revealed
- with amazing image brightness
- in natural color
- visible throughout exposure.

Thus you are privileged to see at a glance a complete pre-view of the subsequent picture.

Precision Guarantees Sharpness

Simultaneous focusing of the matched pair of lenses is provided through the large, handy focusing knob with its 13:1 focusing ratio (13 mm movement of the focusing scale = 1 mm front movement). The special design of the double cam operated focusing mechanism insures absolutely uniform movement of the inflexibly coupled lenses in both directions without play or backlash. A moving mask beneath the ground glass screen automatically compensates for parallax and always shows exact area covered by negative at all distances.



The Viewing Lens – Heidosmat

is exactly the same in focal length as the taking lens and projects on to the ground glass screen, because of its always full $f:2.8$ opening, a brilliant, focusing sensitive image. It is corrected for critical visual focusing and it shows clearly how any change in the focusing adjustment immediately results in obvious changes in focus or sharpness. A 2.5 times magnifier is provided to make accurate focusing even easier.

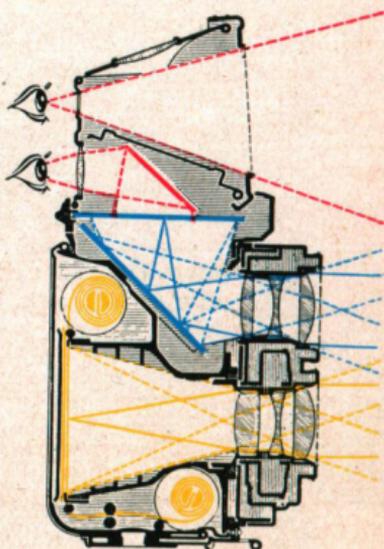
Glen Fishback
f:8
electronic flash



A. Gregoris
f:8 · 1/60

Direct View Finder

Life-size, eye-level viewing and framing of fast moving objects is easily accomplished through the open, direct view finder incorporated in the hood. A second magnifier, located just below the peep hole, permits maintaining accurate focus. A simple movement of the camera up or down is all that's needed to keep full control over framing and sharpness when working at eye level.



Safe-guarded against mistakes in exposure

One control setting:

Diaphragm opening + shutter speed

The correct exposure may be instantly set on the ROLLEIFLEX through the ingenious design of its *light value* shutter. Setting to the determined light value results in the correct pairing of both the shutter speed and diaphragm opening scales. The relationship between the two is then maintained throughout the available working range by a special coupling mechanism. Of course, which pair you choose, whether high speed and large opening or lower speed and smaller opening, depends entirely upon the requirements of the subject matter. Merely moving the speed control wheel will twirl both scales so that the proper pair may be selected as they become visible in the peep window, located just in front of the ground glass screen, thus guaranteeing

Speedy selection of diaphragm opening –
according to desired depth of field.

Speedy selection of shutter speed –
to suit speed of moving objects.

The result is always correct exposure.

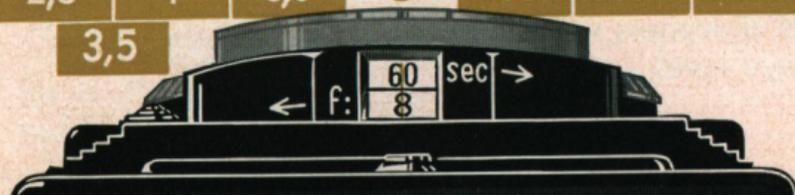
The diaphragm opening and shutter speed, moreover, may be adjusted *independently* as heretofore, if you wish to use the older method, or for special effects. The advantage of the coupled scales and click stops may be had even in this case, however. If the brightness of the scene does not change you can move up or down the coupled scales, select the proper pair suitable to the conditions, with no need for recalculation, no loss of time and no possibility of exposure error.

It is simpler and more convenient to work with the practical *light value* system. Selecting one number, representing an index of the prevailing light conditions, replaces the need for adjusting both the shutter speed of the film being used, through the aid of one of the modern exposure meters or from the table on the camera back. The selected light value number is then set, of course, on the camera's light value scale. The light values are calibrated so that each smaller number represents twice the exposure. Compensating for filters is thus a very easy matter, merely by switching to a lower light value number.

Example: Possible shutter-settings with light value 12

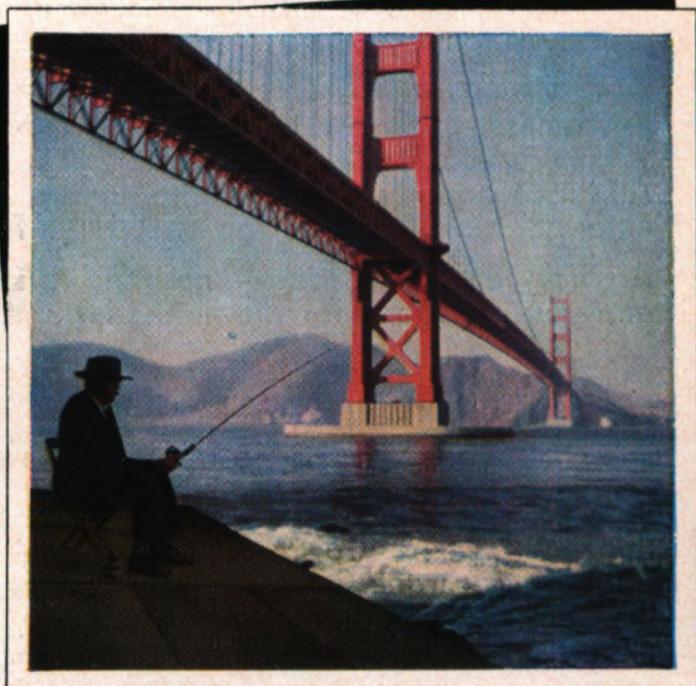
| | | | | | | |
|-------|-------|-------|------|------|------|-----|
| 1/500 | 1/250 | 1/125 | 1/60 | 1/30 | 1/15 | 1/8 |
| 2,8 | 4 | 5,6 | 8 | 11 | 16 | 22 |

3,5



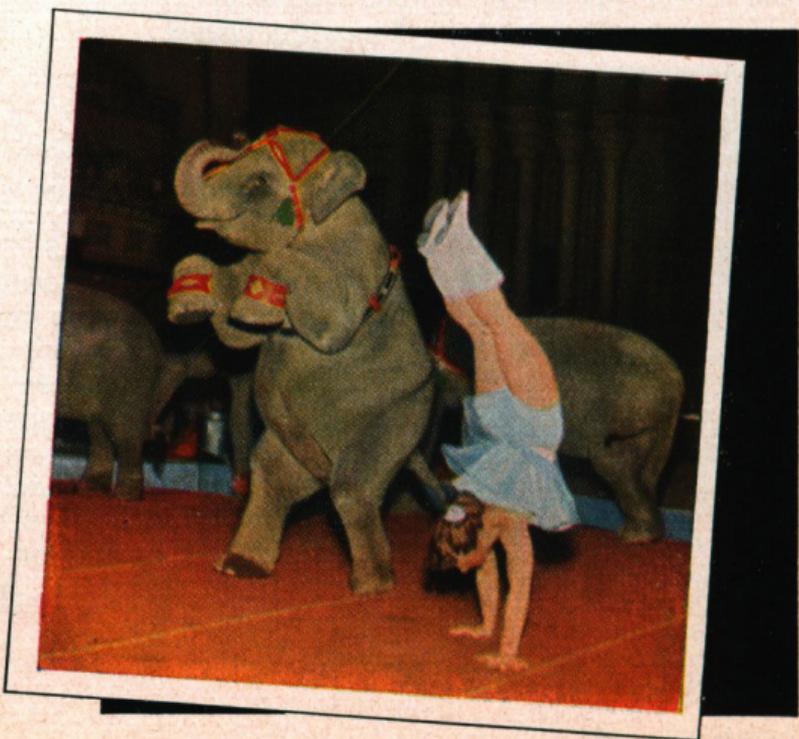


Zoltan Glass
f:11 · 1 sec.
artificial light



H. Betzler
f:5.6 · 1/125

Glen Fishback
f:4
electronic flash

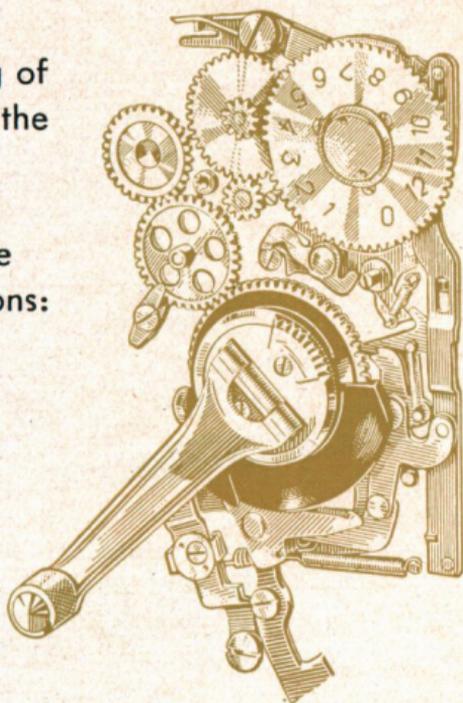


One motion:

Film advance + shutter cocking

Film advance and cocking of the shutter are coupled in the ROLLEIFLEX. The precisely working mechanism combines, in one operation, five separate technical functions:

- accurate film advance
- shutter cocking
- advance of exposure counter
- double exposure prevention
- avoidance of blank frames.



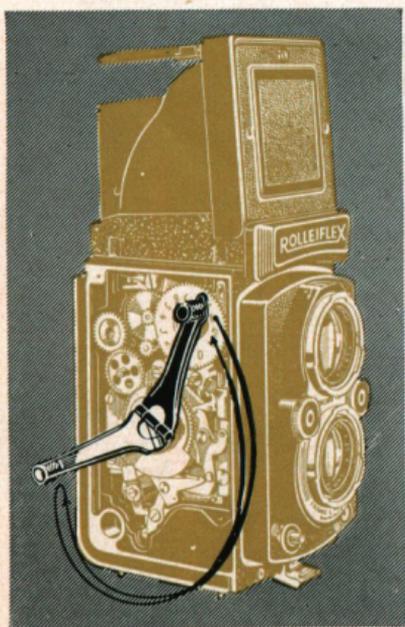
All this is done by means of the exterior crank. It makes the ROLLEIFLEX fully automatic: *A quick pendulum swing – no need to look or think – and you are ready for the next shot.*

Intentional double or multiple exposures are possible

To obtain certain trick effects and combination photos, the double exposure prevention device may be disengaged. The crank is thus released to permit recocking the shutter, without advancing the film. A number of exposures may easily be made on the same negative frame.

Easy to load

It is no trick to load the ROLLEIFLEX, even in the dark. After inserting the film, the paper leader is passed under the first roller and attached to the take-up spool. The camera back is closed and the crank takes over from there. Through its coupling with the film feeler mechanism the crank will stop automatically when the correct film position for No. 1 exposure is reached. The internal mechanism will also stop the crank at the correct point for each subsequent exposure.



THE TECHNICAL FEATURES

ROLLEIFLEX 3.5

Dimensions: 5 5/8 x 3 7/8 x 3 3/4"

Weight: approximately 34 1/2 oz.

Viewing lens:

Heidosmat f:2.8/75 mm

Taking lens:

Zeiss Tessar f:3.5/75 mm or

Schneider Xenar f:3.5/75 mm

ROLLEIFLEX 2.8 D

Dimensions: 5 5/8 x 3 7/8 x 4"

Weight: approximately 38 oz.

Viewing lens:

Heidosmat f:2.8/80 mm

Taking lens:

Schneider Xenotar f:2.8/80 mm

or Zeiss Planar f:2.8/80 mm

Lenses are anti-reflection coated. Double bayonet mounts (inner and outer sections are used) around the lenses for optical accessories, lens hood and Rolleiflash. Folding, highly polished lens cap.

Synchro-Compur shutter, fully synchronized for all types of flash (M-X contact). Self-timer with approximately ten seconds delay. Light value scale with click stops and coupling lock. Handy shutter speed and diaphragm control wheels, values visible from above in common peep window. Click stop shutter speeds, each one doubles the exposure of the next, from 1/500 th to one second and B (time exposures). Automatic shutter cocking, actuated by film transport crank. Double exposure prevention device. Body shutter release with safety guard which may be used for long time exposures.

Viewer: Folding focusing hood with simple, single motion manipulation. Focusing (2.5 times) magnifier covers entire picture area. Built-in direct view finder, with 4 times focusing magnifier located just below, for pictures at eye level. Finest grain, optically polished, ruled (squares) ground glass screen. Viewing image identical to that of finished picture in format, size and content. Automatic parallax compensation.

Focusing: By means of large, easy to handle focusing knob and special double cam drive. Smooth, precise focusing with no play or backlash throughout complete focusing range in one turn of knob. Depth of field scale. Film reminder (DIN/ASA and film type).

Film transport and automatic shutter cocking by means of crank. Positioning of film for first frame (No. 1 exposure) automatic because of special feeler mechanism (no red window). Special mechanism provides built-in protection against double exposures or blank frames. However, this mechanism may be by-passed to permit intentional multiple exposures on roll film.

Two-format back with adjustable film pressure plate for twelve 2 1/4 x 2 1/4 exposures on 120 (B II 8) film or – when using Rolleikin 2 – for up to 36 24 x 36 mm exposures on 35 mm film. Tripod socket. Locking device for shutter release. Exposure table with light values.

D. B. P. und D. B. G. M. · U. S. pat. 2 641 955 / 2 645 170 / 2 665 618
Brit., Ital., Schweiz., Jap. pat. · Brev. s. g. d. g. · Pat. pend.

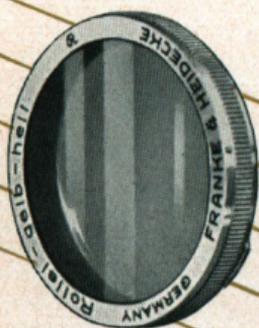
Hannes Betzler "Natascha Trofimowa" · f:4 · electronic flash →



THE PRACTICAL

ROLLEI FILTERS

For enhanced picture effects: light yellow, medium yellow, light green, green, light blue, orange, light red. For infrared material only: Infrared filter. UV filter for eliminating ultraviolet rays (particularly at high altitudes in mountain photography) with black and white film. H1 filter, a UV type for distant scenes with daylight color film. Maximum effectiveness in the transmitted range of light for each Rollei filter is insured by the exclusive double layer coating.



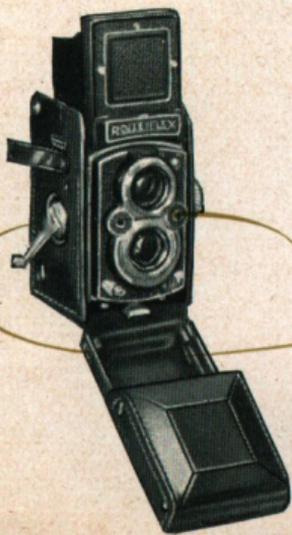
ROLLEIPOL

The polarizing filter eliminates or reduces disturbing reflections, except from metallic surfaces. It also permits controlling the tone of the blue sky in color pictures.

Ever Ready Carrying Case offers protection for the camera even when it is being used.

Compartment Case, of leather, for convenient storing of lens hood, both Rolleinar-Rolleipar sets and five filters.

Shoulder-strap Case, of leather, for the most often used accessories: Lens hood and 2 filters.



ACCESSORIES

ROLLEINARS 1 and 2

With these supplementary pairs of lenses, close-ups, using the regular ground glass focusing, are easily possible from 40 to 18" with set 1 and 20 to 12" with set 2. Rolleipars 1 and 2, which compensate for parallax, are attached to the corresponding Rolleinar which is placed over the viewing lens. Rolleinars for the 2.8 C or 2.8 D have built-in Rolleipars.

ROLLEISOFT 0 and 1

These supplementary lenses provide a pleasing softness when less than wire sharpness is wanted, as in portraits, etc. Especially effective and dramatic with back-lighting.



Rolleigrid lens

is placed directly over the ground glass to brighten the corners and edges of the image in poor light. The **Focusing Extension Hood** neatly cuts off unwanted glare when viewing the ground glass at the normal distance. The **Lens Hood**, an indispensable accessory, insures maximum picture brilliance and protects the lens in wettish weather.

ROLLEIKIN 2

This convenient 35 mm film adapter transforms the ROLLEIFLEX into a medium long focus miniature camera with a capacity for up to 36 24 x 36 mm exposures.

It is especially well suited for many series of pictures, particularly when only a portion of the full negative size would be needed. It comes packed into its own compact pocketable case and is easily and quickly installed in the camera.

Suitable masks for the ground glass screen, direct view finder and lens hood are provided. Either the partly or completely exposed 35 mm film can be rewound into its cartridge when a change of film is desired.

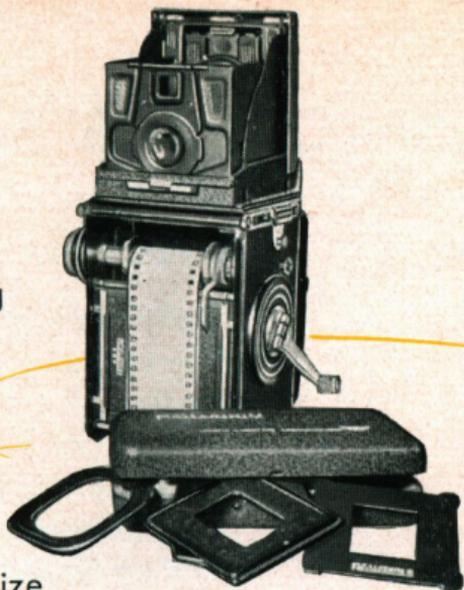
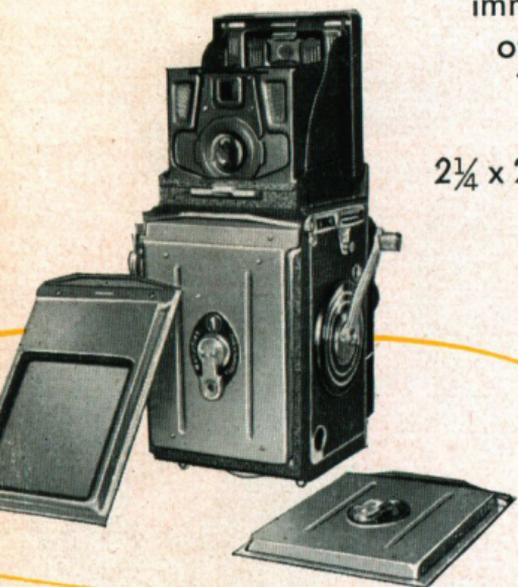


PLATE ADAPTER

For single exposures, when immediate processing or the use of special emulsions is desired.

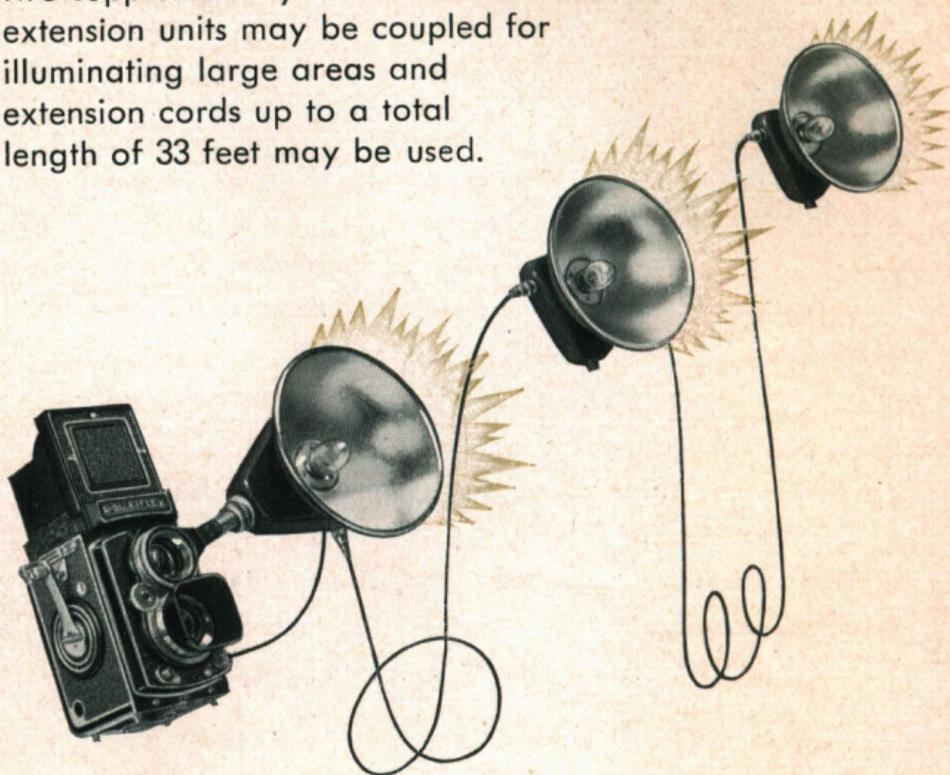
The plate adapter transforms the ROLLEIFLEX into a full 2¼ x 2¼" plate camera. Consisting of a special camera back and special holders for plate or cut film, the adapter uses standard 2½ x 3½" material.

Focusing may be done either on the regular ground glass or the rear-attaching focusing screen slide.



ROLLEIFLASH

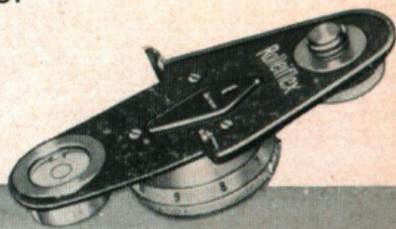
A light, practical flash unit for use with bayonet (Swan) base lamps. Dependable firing through battery-condenser (B-C) circuit, even with lowered voltage. The special pebbled reflector gives a brilliant but evenly distributed light over the angle covered by the ROLLEI. The Rolleiflash is easily clipped to the upper bayonet mount. One or two supplementary **Rolleiflash comb.** extension units may be coupled for illuminating large areas and extension cords up to a total length of 33 feet may be used.



Panorama Head

Partial or complete circle (360°) panoramic views may be made with up to ten separate exposures, using the panorama head and a tripod. A slight overlapping of each picture makes accurate mounting easy.

C. Albrand · f:16 · 1/125 · panorama head



ROLLEIMARIN



Underwater housing
for ROLLEIFLEX 3.5

Waterproof even at depths of more than 330 feet. Ground glass viewing and focusing through prism, with magnifier, in normal swimming position. All controls may be adjusted under water. Built-in rotating filter turret for two filters. Total weight: under water 3 lbs., above water 12 lbs. — Special accessories: carrying case, three filters (light and medium yellow, orange) in leather case, special flash unit (for both type lamp bases) in sail cloth bags.

Dr. Hans Hass · Rolleimarin + flash · f:4 · 1/125



ROLLEIFLEX 3,5

Selection of a camera model depends on desired performance range, often determined by lens speed.

The f:3.5 maximum opening of the ROLLEIFLEX 3.5 has already proven itself ample in nearly all fields of practical photography. This model is equipped with four glass Xenar or Tessar lenses, quality products with world-wide reputations. Even at full opening they satisfy practical requirements as to brilliance, sharpness (both center and edge), evenness of illumination and color correction.

ROLLEIFLEX 3.5 is thus the ideal, universal camera for travel and sports, for home and family, for the serious amateur and for many of the needs of critical professional photography.

ROLLEIFLEX 2,8 D

With its greater lens speed, f:2.8, the ROLLEIFLEX 2.8 D is particularly well suited for snapshots in poor light or when working with the slower films. This extra lens speed, combined with full covering power for the $2\frac{1}{4} \times 2\frac{1}{4}$ format was achieved by new lens designs involving an additional glass element. Xenotar and Planar are recently developed high efficiency lenses of five glass construction, variations of the basic Gauss type. These new constructions, with their greater number and type of glasses, achieve an extremely high degree of optical correction. The increased sharpness and, thus, the possibility of obtaining negatives capable of extreme enlargement, is available throughout the diaphragm opening range.

This increased performance quality makes the ROLLEIFLEX 2.8 D an unmatched instrument in its class, particularly suitable for critical professional and scientific photography.



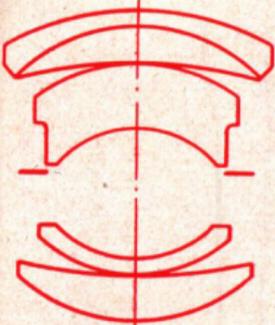
ZEISS
TESSAR
f:3.5/75 mm



SCHNEIDER
XENAR
f:3.5/75 mm



SCHNEIDER
XENOTAR
f:2.8/80 mm



ZEISS
PLANAR
f:2.8/80 mm

2.8 D





The large well-balanced format, contact print large enough for album use, relatively inexpensive color prints, striking in its richness of detail, capable of great enlargement.

2¼ x 2¼

The two format system, the high optical performance and the inherent advantages of the twin-lens principle make the ROLLEIFLEX ideal for black and white and color.



**ROLLEIKIN
24 x 36 mm**

The economical miniature format, practical for picture series, handy for miniature color slides, especially advantageous due to the telephoto effect of the ROLLEI'S lens used with the smaller size.

3.5

Rolleiflex and Accessories

2.8 D

| \$ | | \$ |
|--------|---|--------|
| 232.50 | Rolleiflex 3.5 with Tessar 1:3.5 (less Case) | |
| 217.50 | Rolleiflex 3.5 with Xenar 1:3.5 (less Case) | 291.50 |
| | Rolleiflex 2.8 D with Xenotar 1:2.8 (less Case) | 291.50 |
| | Rolleiflex 2.8 D with Planar 1:2.8 (less Case) | 18.00 |
| 17.00 | Ever Ready Case for Rolleiflex | 6.95 |
| 4.95 | Lens Hood | 7.95 |
| 4.95 | Rollei Filter, each | 24.00 |
| 19.95 | Rolleipol Polarizing Screen | 14.95 |
| 8.95 | Rolleisoft Diffusion Disc, each | 27.00 |
| 27.00 | Rolleinar Lenses with Rolleipar Lens, each set | - |
| 9.00 | Rolleipar Lens only, listed above, each | 99.50 |
| 82.50 | Leather Case containing: 1 Lens Hood, 2 Sets of Rolleinar Lenses, 2 Rolleipar Lenses and your choice of 5 Filters | 6.95 |
| 6.00 | Leather Case only, as above | 22.85 |
| 14.85 | Leather Shoulder Strap Case containing: 1 Lens Hood and your choice of 2 Filters | 2.85 |
| 2.40 | Leather Shoulder Strap Case only | 29.95 |
| 29.95 | Rolleiflash Attachment with Connecting Cord including Shoulder Case | 14.95 |
| 14.95 | Extension Flashholder Rolleiflash comb. with Connecting Cord 80 in. | 4.50 |
| 4.50 | Boxin Shoulder Case only, listed above, for 1 Rolleiflash + 1 Rolleiflash comb. | 2.75 |
| 2.75 | Extension Cord for Flash-Attachment 10 ft. | 2.75 |
| 2.75 | Extension Cord for Rolleiflash comb. 10 ft. | 2.00 |
| 2.00 | Flash Connecting Cord 32 in. | 47.40 |
| 47.40 | Complete Cut Film and Plate Adapter Equipment comprising: 1 Adapter Back, 3 Slides (Cut Film or Plate Holders), 1 Focusing Screen Slide, 1 Leather Case for 2 Slides, 3 Cut Film Sheaths | 12.75 |
| 12.75 | Adapter Back | 7.95 |
| 7.95 | Slide (Cut Film or Plate Holder) | .40 |
| .40 | Cut-Film Sheath | 2.95 |
| 2.95 | Leather Case for 2 Slides | 6.95 |
| 6.95 | Focusing Screen Slide | 25.80 |
| 34.95 | Rolleikin 2 | 13.95 |
| 13.95 | Panorama Head | 3.75 |
| 3.75 | Extension Hood | 4.95 |
| 4.95 | Rolleigrid Lens | (2.75) |
| 2.75 | Neck Strap with Clips | |
| 299.50 | Rolleimarin 2 Underwater Housing only | |

Prices subject to change without notice