

Rolleiflex



FRANKE & HEIDECKE · BRAUNSCHWEIG

The Name is your Guarantee

Rolleiflex

In two models, which differ mainly in lens speed, the Rolleiflex incorporates the latest ideas made possible by the continuous research of Franke & Heidecke.

3.5

– The world's leading general purpose camera. Internationally known and famed for decades, the 3.5 is prized by more than a million enthusiastic owners. Equipped with five element lens 3.5/75 mm.

2.8E

– The fast, maximum performance Rollei designed for critical, creative professional photographers and technicians in all branches of scientific photography. To meet all requirements it is fitted with the 2.8/80 mm lens.

With Built-in Exposure Meter

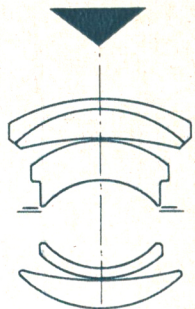
One more step towards the full automation of photography!



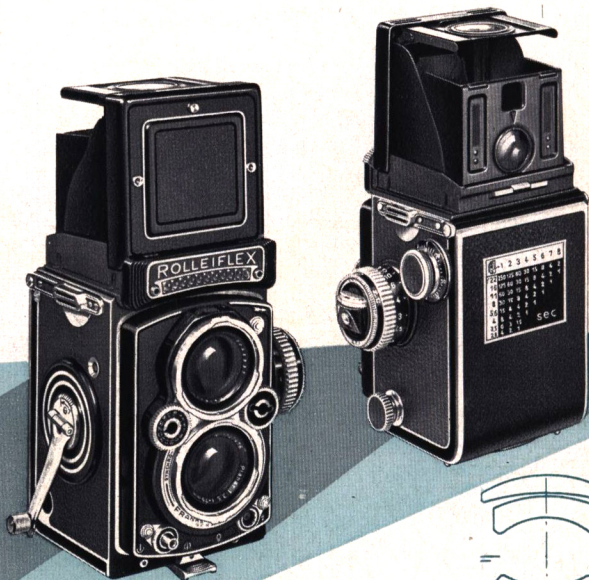
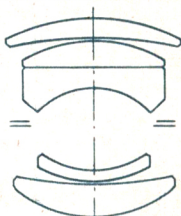
Xenotar and Planar

These lenses, of the most modern construction, are calculated to meet the most critical demands for quality. Today's fine grain emulsions actually require lenses of this type, if they are to present the full beauty of the photographic process.

The world has acclaimed these new 5 element lens designs, up to now available only in the f:2.8 speed. Rolleiflex now offers this class of performance in the f:3.5 lens type as well. Almost aberration-free, these lenses will form images of an overall evenness of definition and illumination heretofore not possible. Contours are sharp and colors are brilliant and pure. In practice this means:



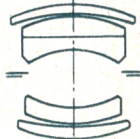
ZEISS PLANAR
1:2.8/80 mm
SCHNEIDER XENOTAR

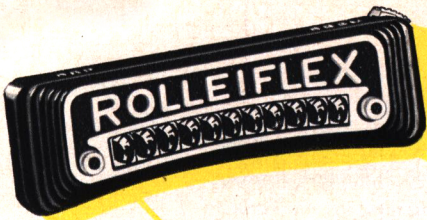


- Xenotars and Planars are outstandingly suitable for the most exacting color photography.
- They provide negatives capable of tremendous enlargement.
- They permit retaining all of the finest detail for truly superb projection.



ZEISS PLANAR
1:3.5/75 mm
SCHNEIDER XENOTAR

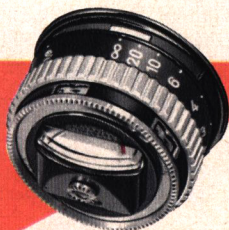
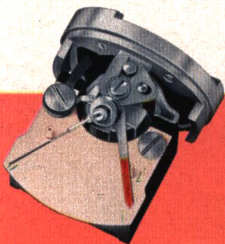


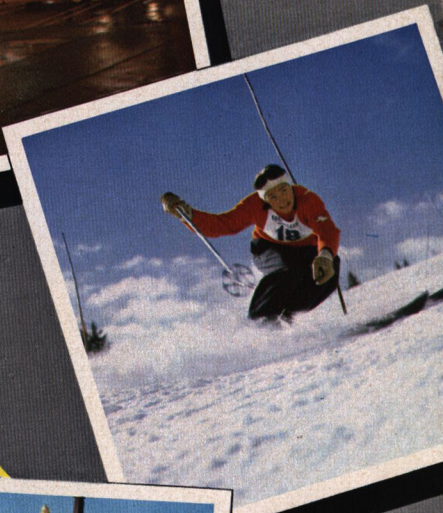


Correct Exposure

The measuring of the light for determining proper exposure is the first thing one does in preparing to shoot. Rollei's built-in photo-electric dual range exposure meter makes this easy and offers all advantages:

- It is always at hand and cannot be forgotten.
- The field covered corresponds exactly to that shown on the ground glass and thus accurate aiming is a simple matter.
- Moreover, the relative balance of light and dark areas can be readily seen; separate readings can be taken and a median exposure given. In this way the highest degree of accuracy is obtained.
- The meter can be used for both reflected light and incident light measurements. The most difficult lightings can be measured with ease.
- The enormous range of 18 light values permits using the meter in weak artificial light as well as strongest sunlight.
- Readings are in light values, taking into account the speed of the film, and can be transmitted immediately to the shutter.
- The meter is shock resistant and will withstand the effect of the strongest lights in both ranges of measurement.





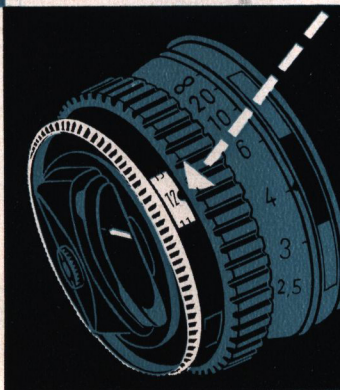
*José Maria Lara
Dr. W. Faasch
Hans Gabriel
Ed. Keffel*

The light rays forming the image of the subject are conducted by the honeycomb lenses to the photo element and here transformed into an electric current. The switch operates an internal shutter blade covering the photo cell to permit changing from one range to another.



The DIN or ASA speed rating of the film is set in the meter when loading the camera. A small window permits setting a dial as a reminder of film type: Ortho, Pan, Color Indoor, Color Outdoor.

A turn of the outer adjusting ring and the upper red pointer is set directly over the black meter pointer. The light value is read off in the indicator window. (If the high sensitivity range is used, the reading is taken from a second supplementary window.)

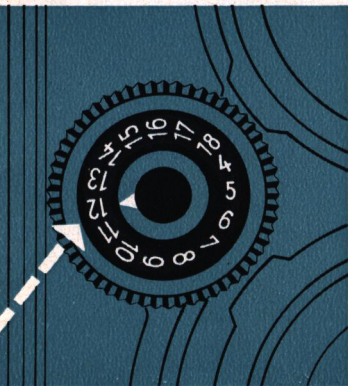


Light Value

Simplifies and makes possible the rapid transmission of meter readings to shutter and diaphragm. Setting a single number on the light value dial gives all shutter speed-diaphragm combinations required for the correct exposure for the film employed. The light value system also provides the easiest way to compensate for the needed extra exposure when filters are used.

Assured Exposure

Speed and diaphragm settings are coupled. The light value then remains constant, thereby providing a valuable and unique advantage. For it often happens that light conditions remain substantially the same through a series of shots, although the depth of field requirements or the tempo of movement in the scene changes. With the Rollei's coupled speed-diaphragm controls it is easy to roll the wheel one way or the other, choosing a suitable speed or diaphragm opening, without danger of changing the basic exposure setting.



The measured light value is set on the dial in the shutter speed control wheel. Full or half values can be utilized. Thereafter, turning the same wheel serves to change both speed and diaphragm at one and the same time.

The shutter speed-diaaphragm combination appears in the small peep window located in front of the hood and is conveniently read from above. Click stops are provided to hold the selected settings.



Shutter and diaphragm are ordinarily disengaged only to change light value setting. However, they can be permanently uncoupled, if need be, by the special button set in the diaphragm control wheel.



In Effect, a finished Picture at a Glance!

In appearance like a finished color slide, the future picture can be seen in all its glory on the ground glass screen. Irrespective of the diaphragm used and even during the exposure the ground glass image remains visible in its full brightness. Thus, if something especially interesting occurs you can shoot again immediately, without losing the "feel" of the picture. With automatic parallax correction and full picture size viewing, you will always see the image in its truest form.

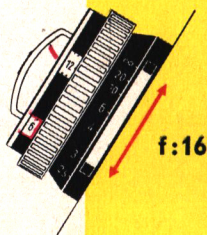
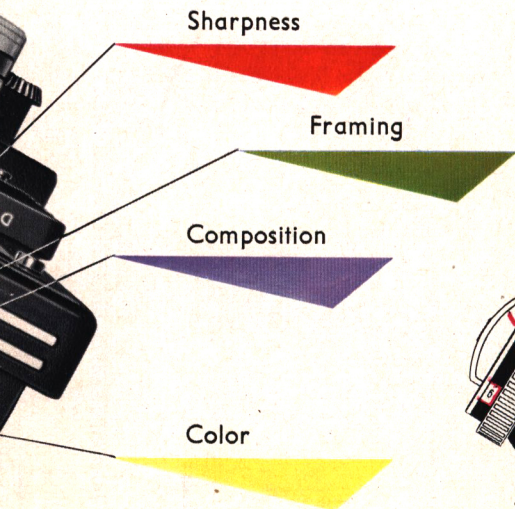
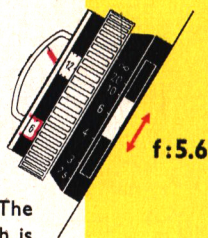
The 2.5 × magnifier makes the minutest details stand out on the super-fine grained ground glass with extreme accuracy. A second, rear-mounted magnifier permits focusing at eye-level when using the direct view sports finder. The superb image sharpness of the Rollei can be attributed to its extreme focusing sensitivity and precise construction. The fast viewing lens and the vast range of focusing (infinity to one meter in less than one turn of the comfortable knob) combine in bringing the perfectly focused full size picture image to your attention in the shortest possible time.



Depth of Field

What is depth of field? It is the sharp portion of the picture, extending both before and behind the exact plane on which the camera is focused. The extent of the depth of field depends on the diaphragm opening and the camera-to-subject-distance. The new automatic depth of field indicator which is coupled to the diaphragm shows immediately the exact depth of field being covered by a single white band adjacent to the focusing scale.

- You can select the range of sharpness without necessarily bothering to ascertain the diaphragm opening.
- One glance at the focusing scale and you see exactly what range is being covered.
- You will never need to "take a chance" on depth of field with Rollet.
- Light value, depth of field, shutter speed and diaphragm settings all can be observed and controlled from above, from the same position in which you view the "complete picture" image in the ground glass.



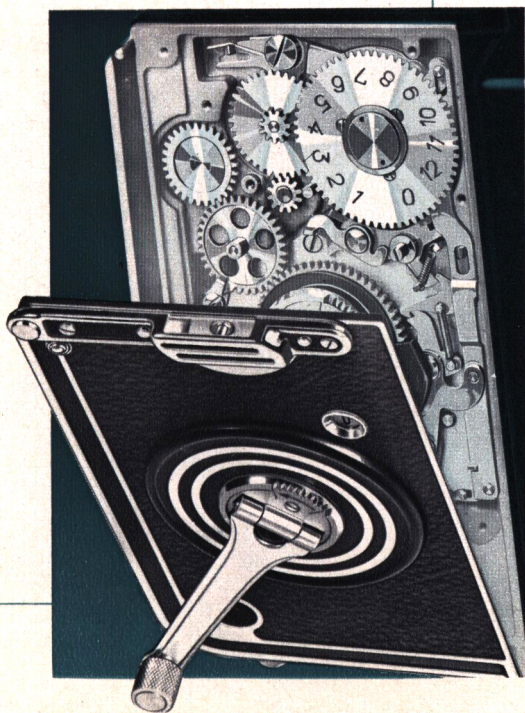
You're always ready to shoot with Rollei

To begin with, after inserting a new roll and closing the back, Rollei's automatic film feeler and counter mechanism takes over. You merely wind the crank and the camera "knows" when the beginning of the film is in position for the first shot. Your shutter is cocked and the frame counter indicates No. 1. Shoot!

A simple swing of the crank and you're ready for the next shot.

The film has been advanced by the proper amount, the shutter is cocked again and the frame counter indicates the next exposure. The Rollei is once more ready and waiting for split-second operation. The automatic built-in mechanism takes care of everything; you need never concern yourself about film numbers – even the end of the film is indicated by a failure of the crank to stop as before. Just insert a new film, if you wish, and continue shooting. There are also built-in safeguards against double exposures and blanks.

This self-governing automatic mechanism is one of the chief reasons why photo reporters, sports photographers, and discriminating amateurs choose to work with the fast shooting Rolleiflex.





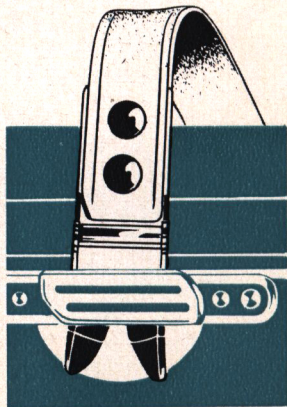
Double Expose for Trick Shots at will

This is one "mistake" that the Rollet can be made to do – but only on purpose. Double and multiple exposures are easy – merely release the special ring

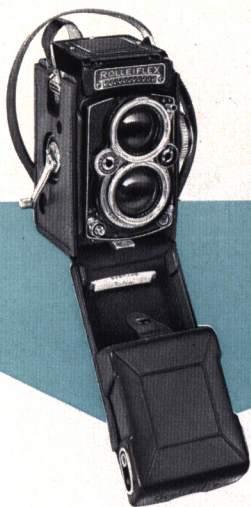
catch, swing the crank backwards one full turn, and shoot again. This can be done repeatedly, without the necessity of advancing the film between shots. However, the Rollet's mechanism prevents accidental doubles or blanks.

Quick Fastening Carrying Strap

This strap is provided with a special and very secure type of catch. Inserted in an instant, it cannot let go no matter how hard you pull. It is easily released by pressure on two "grippers" – but only when you decide to remove it.

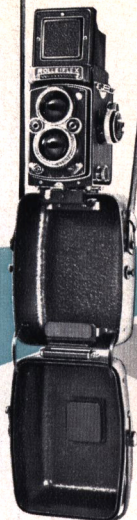






Ever Ready Carrying Case

Superbly elegant leather construction, with snap button fastening for the cover flap. Built-in retaining studs for storing the light meter diffuser. Camera strap serves simultaneously as carrying strap for the case.



Metal Ever Ready Case

A completely closing receptacle of light metal which offers full protection for the camera against weather and the unfavorable conditions often encountered on expeditions, in the mountains, in the tropics and when shooting water sports. The closed case is waterproof and will float with camera inside. Fitted with pivoted camera holding bracket and desiccant cartridge.

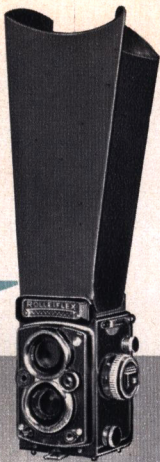
Rollei Desiccant Cartridge

Filled with silicagel crystals, the cartridge may be repeatedly dried out for re-use. It will completely absorb all the moisture in the closed case, thus protecting the camera even under severe conditions of tropical humidity.



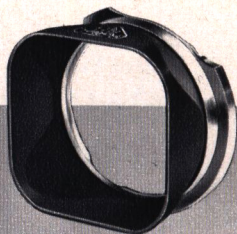
Rolleiflex - Tripod Head

For quick and convenient mounting of the camera on a tripod or flash bracket. Screws to tripod or bracket and is left attached permanently.



Extension Focusing Hood

To permit comfortable viewing of ground glass image while eliminating disturbing light from outside.

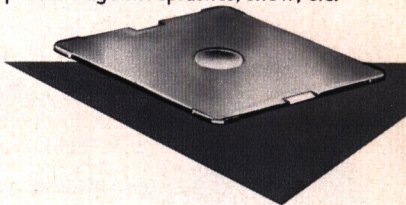


Lens Hood

Protects the lens against strong extraneous sources of light or reflections. Even though outside the picture area these should be prevented from reaching the lens in order to achieve maximum brilliance. Also protects against splashes, snow, etc.

Rolleigrid Lens

To brighten the corners of the ground glass image in unfavorable light.



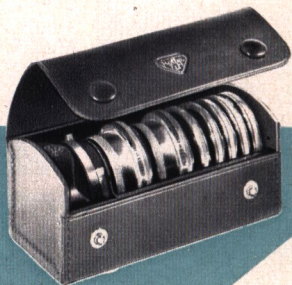
Leather Case (basic)

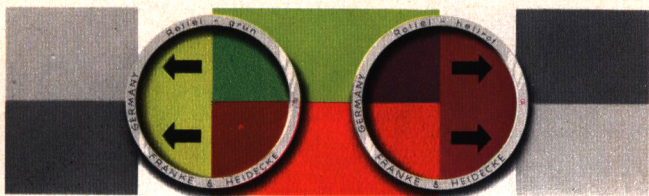
With lens hood and two filters, for fastening to neck strap. Available without contents.



Leather Case (De Luxe)

With lens hood, two Rolleinar sets and 5 filters according to choice. - Available without contents.





Rollei Filters

For black and white photography: Rollei filters are designed to enhance the contrast and brilliance of the picture without unduly affecting definition. Aside from rendering cloud detail and cutting through haze, filters are often used to make objects of a particular color lighter or darker. Rule: Choose a filter of the same color to make objects lighter and a complementary color to make them darker. Rollei filters are available in light yellow, medium yellow, light green, green, light blue, orange, light red, infra-red and also for ultra-violet protection. An exclusive coating process enhances the action of the filter in its transmission range.

Rolleipol

Polarizing filter for eliminating or reducing undesirable reflections from shiny, non-metallic surfaces. Especially effective with color, resulting in improved rendering of material, seeing through reflecting glass and regulating color reflections. Useful, too, for controlling tone of blue sky in color shots.



Taken without and with
Rolleipol

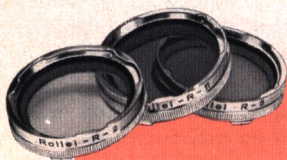
Indoor color film taken
without and with color
conversion filters, R 11 + R 2



C. Albrand (4)

Rollei Color Conversion Filters:

Of utmost importance for precise color work with the Rollei, these filters supply an easy means for correcting light balance so that it agrees with color film requirements. It is also possible to deliberately affect color balance according to taste, if subject treatment calls for a warmer or colder than normal rendering. The filters are adapted for use with all color films, daylight and artificial. Two types of filters, in three gradations: Red-brown, R 2, R 5, R 11 for reducing proportion of blue and Blue B 2, B 5, B 11 for reducing proportion of red in the available light. Each filter is precision ground, of solid glass dyed in the mass, with special coating to enhance its effect. Double bayonet mounts permit nesting of two filters, so that six variations are available in each type. Each filter can also be purchased separately. A practical leather case is provided with the complete kit of six filters and it also can be purchased separately.



Rolleinar 1

Josef Fiala · Elisabeth Hase



Rolleinar 2



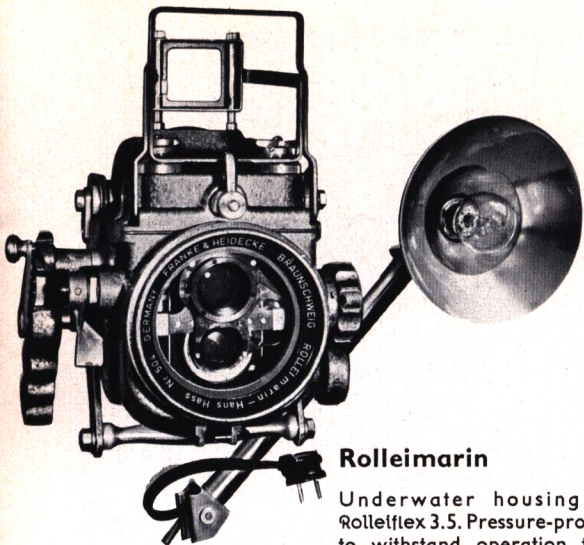
Rolleinars 1 and 2

Close-up lens accessories supplied in pairs, permit normal camera operation and focusing. Parallax compensated, these lenses extend the Rollei's focusing range down to 12". Set 1, from 40" to 18" – Set 2, from 20" to 12".



Rolleisoft 0 and 1

Lens accessories for softening contours and for modifying sharpness when desirable. Particularly effective for glamorizing portraits and with against-the-light shots. Available in two strengths, 0 and 1.

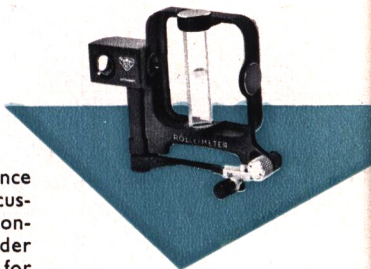


Rolleimarin

Underwater housing for Rolleiflex 3.5. Pressure-proofed to withstand operation to a depth of 330 feet. Design permits handling of the camera in normal swimming position. Ground glass viewing and focusing by means of prism and large magnifier. Built-in rotating filter holder. All normal photographic operations can be executed under water.

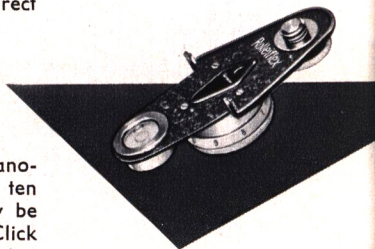
Rolleimeter

Optical range finding distance meter, couples to Rollei's focusing mechanism. Used in conjunction with direct view finder for sports, with flash, and for photography under unfavorable light conditions. Rolleimeter focusing images can be observed in normal viewing position, in the center of the direct view finder.



Panorama Head

For partial or complete panoramic views. From two to ten shots (full circle, 360°) may be made, using the tripod. Click stops and a slight overlapping of each picture insures correctness for easy subsequent matching and assembly of pictures.

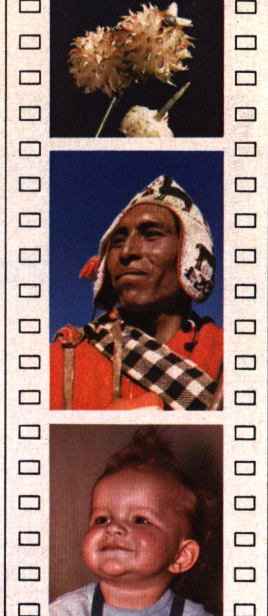
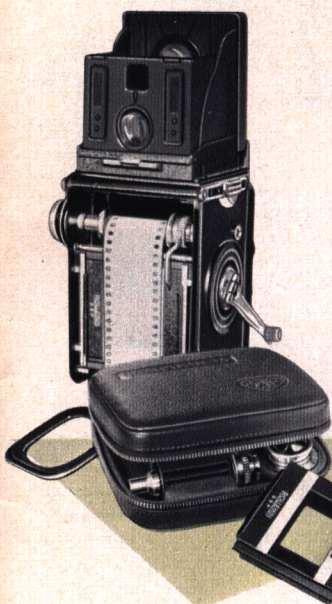




The elastic Format

In format and focal length Rollei offers the happy mean. It outstrips larger picture cameras by giving increased depth of field and smaller cameras because its ample negative size produces truly superb enlargements. Rollei is not only the universal camera for all important types of work but it also permits a choice of format. It will quickly be seen that there are two working sizes $2\frac{1}{4} \times 2\frac{1}{4}$ " and 24×36 mm (Rolleikin) inherent in the Rollei. The $2\frac{1}{4} \times 2\frac{1}{4}$ " contact print is sufficiently large for record or album use and for giving to relatives or friends. More important, however, is that having this large size to begin with, it is possible to make large and even giant size pictures by direct enlargement. For color negative work the $2\frac{1}{4} \times 2\frac{1}{4}$ " is universally regarded as ideal. For transparency projection the full format will give the most effective screen image, rich in color and fine detail. In addition, the usual square projection screen is completely filled. There are times when a smaller section of the complete format may be desired. The Rolleikin attachment is well known and can be used with 35 mm film for 24×36 mm pictures.

Wellington Lee
Alfredo Linares
Artur Trietsch



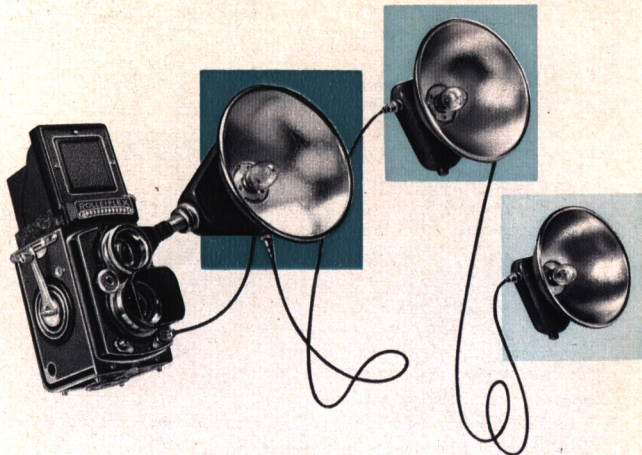
Rollei Film Adapters

Rolleikin: for 35 mm film, 24×36 mm format, up to 36 exposures. Useful when many exposures are required – sequence shots, reproductions, technical control shots, records, etc. As contrasted to 35 mm cameras fitted with short focal length lenses the Rolleikin provides large images of small or distant objects. The adapter is furnished with masks to reduce the size of the film opening, sports finder and lens hood. Rewind knob for removal of partial or completely exposed film. Rollei's film transport crank is used in normal manner for winding but outfit has its own counter mechanism. In flat leather case.

Plate Adapter: Permits taking single $2\frac{1}{4} \times 2\frac{1}{4}$ " pictures on $2\frac{1}{2} \times 3\frac{1}{2}$ " plates or cut film. Advantage can be taken of the many special emulsions available for commercial or scientific work. Also useful when immediate development is desired of a few shots. Outfit consists of adapter back, 3 plate holders and 3 cut film sheaths.

Also available, separately:

- Adapter back
- Plate holder
- Cut film sheath
- Leather case for two holders
- Ground glass rear focusing screen



Rolleiflash

The most practical flash gun for Rolleiflex. Light, easily attached to viewing bayonet mount even with camera in case. Built-in reel for cord permits extension at arms length. B-C (battery-condenser) circuit for sure firing of both bayonet and glass base bulbs, even with lowering voltage as battery ages. Bright, pebbled reflector for most effective lighting, corner to corner.

Additional accessories:

10 ft.—extension cable

Plastic case (for 1 Rolleiflash + 1 Rolleiflash comb.)

Rolleiflash comb.: additional (illumination) flash with 6½ ft.—connecting cable. In all two additional flashes can be joined to the Rolleiflash.

10 ft.—extension cable for Rolleiflash comb.



Elisabeth Hase

THE TECHNICAL FEATURES

ROLLEIFLEX 3.5

Zeiss Planar 1 : 3.5/75 mm or
Schneider Xenotar 1 : 3.5/75 mm

Viewing lens:

Heidosmat f : 2.8/75 mm

Dimensions: $5\frac{5}{8} \times 4\frac{1}{2} \times 3\frac{3}{4}$ "

Weight: approximately 40 oz.

ROLLEIFLEX 2.8 E

Schneider Xenotar 1 : 2.8/80 mm
or Zeiss Planar 1 : 2.8/80 mm

Viewing lens:

Heidosmat f : 2.8/80 mm

Dimensions: $5\frac{5}{8} \times 4\frac{1}{2} \times 4$ "

Weight: approximately $44\frac{1}{2}$ oz.

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. Carrying-neck strap with quick fastening safety latch. Cable release.

Light Meter: Photo-sensitive element usable in two ranges of measurement. Attachable incident light diffuser. Shock resistant meter movement in focusing knob. Top-side indicator adjustment. Direct light value indication (range 18 light values).

For Rolleiflex/Xenotar 3.5 exposure meter can be supplied separately for subsequent installation.

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. Exclusive automatic, coupled to diaphragm, depth of field indicator. Reminder-window for 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 $2\frac{1}{4} \times 2\frac{1}{4}$ " exposures on 120 (B II 8) film or – when using Rolleikin – for up to 36 24×36 mm exposures on 35 mm film. Tripod socket. Locking device for shutter release. Light value chart for time exposures.

Rollei

Tomorrow's Camera Today!

With light meter:

Rolleiflex 2.8 E Planar 2.8/80 mm

Rolleiflex 2.8 E Xenotar 2.8/80 mm

Rolleiflex 3.5 Planar 3.5/75 mm

For fitting light meter:

Rolleiflex 3.5 Xenotar 3.5/75 mm

Light meter to be built-in

Note when ordering accessories:

Three sizes are provided in the bayonet mount accessories, filters, lens attachments, lens hoods and Rolleiflash. Please specify:

III for Xenotar and Planar 2.8

II for Xenotar and Planar 3.5

I for Xenar and Tessar 3.5

(previous Rollei models)

Rolleimarin and accessories

Rolleimarin underwater housing for Rolleiflex 3.5

Carrying case for Rolleimarin

Flash attachment with sail cloth bags

Filter discs for Rolleimarin

Leather case with 3 filters



Dr. Hans Hass

Printed in Germany · H. Osterwald, Hannover