

EXAKTA RTL 1000

with Internal Metering

■ TL metering
always gives
correct exposure
results

■ Accessories
for every purpose

BronxB

INTRODUCING RAPID THRU-THE-LENS LIGHTMETER COUPLED TO THE SHUTTER! NEW EXAKTA RTL 1000

TRADE YOUR EXAKTA FOR THE NEW EXAKTA RTL 1000! LIBERAL TRADE-IN ALLOWANCES!

The eagerly awaited and much talked about Exakta RTL 1000 is now being introduced to the American Market!

Creating a roaring boom and a great wave of interest in the photographic market, the Exakta RTL opens up many new and exciting picture taking possibilities!

The Exakta RTL 1000 brings to photographers a completely new camera featuring an interchangeable "TTL" thru-the-lens Lightmeter that is coupled to the shutter speeds! Measures correct exposures at both wide open or at shooting apertures with all types of lenses — normal, wide angle, telephoto, macro and zooms and with filters, bellows, and extension tubes too!

Embodying all the advantages demanded by pros, the Exakta RTL 1000 meets the rapid operating features of professional & news photographers for flexibility, easy handling, versatility and dependability!

The Exakta RTL is completely new — a sleek, streamlined and exciting camera . . . smaller than previous Exaktas, yet it retains the Exakta System of interchangeability and all the treasured features that makes it the most wanted camera for all types of photographic assignments, as well as for scientific, macro and photomicrography!

The Exakta RTL has many completely new innovations and refinements: These features include:

1. New "TTL" thru-the-lens Lightmeter Coupled to shutter speeds and film speeds — determines correct exposures with lens wide open or at stopped-down apertures.

2. New all-metal focal plane shutter with accurate speeds from 8 seconds to 1/1000th. Speeds are 1/1000, 1/500, 1/250, 1/125, 1/60, 1/30, 1/15, 1/8, 1/4, 1/2, 1, 2, 4 and 8 seconds plus bulb.

3. New delayed action self-timer permits you to include yourself in picture.



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4. New, streamlined, contour camera body, lightweight. Hinged camera back opens for easy loading and removal of film.
5. New right hand and left hand shutter release buttons.
6. New separate setting for Electronic Flash at 1/125th of a second to avoid "ghost images."
7. New Rapid-Wind Film Lever with 15 degree advance stroke – fast enough for sequence shots. Permits shooting at rate of 1 frame per second or better.
8. Takes all Exakta lenses regardless of when manufactured – includes automatics, preset, click & regular diaphragm. The RTL retains the famous Exakta bayonet lens mount.
9. New Automatic Quick-Loading film system facilitates inserting film in camera. No threading into spool is required. Two clips grip film firmly on to take up spool.
10. Viewfinders for RTL are interchangeable. Includes "TTL" Lightmetering Prism Viewfinder, and the Waist-Level Finder.
11. A variety of focusing screens for all types of photo assignments is available. Remove one, insert the other in seconds – it's that easy.
12. New automatic self-resetting exposure counter resets itself automatically to zero after film is removed from camera.
13. New film-type indicator and film speed indicator dials remind you of type of film loaded in camera.
14. Instant return mirror returns by itself after each exposure, therefore you never lose sight of your subject.
15. Easy rewinding with fast "fold-away" rewind crank. Snaps up for fast film rewinding. Folds down when not in use.
16. Built-in flash synchronization for flashbulbs and electronic flash is provided by a single socket at the side of the camera.

The many years that have gone into the designing of the new Exakta RTL 1000 is reflected in the fine range of interchangeable features and accessories – and its fine range of fully automatic lenses with internal and external couplings and preview levers – all within the Exakta System!

The Exakta RTL 1000 comes with an interchangeable Automatic F1.8 Meyer Oreston 50mm lens of high resolution. Under all tests this lens has been acclaimed for excellent results with both color and black & white film. Its focusing mount is unusually smooth! The focusing range of the lens is from 1.1 feet to infinity. Half stops on the lens are most helpful for color exposures. The Oreston lens is equipped with a depth of field preview lever which permits the user to see his depth-of-field at taking aperture before picture is taken.

Every manufacturer of importance produces the finest, color-corrected lenses for the Exakta. All lenses including normal, wide angle, telephoto, macro and zooms may be interchanged in a matter of seconds. When ever a new lens is placed in the Exakta RTL all changes in composition and viewing are quickly seen in the viewfinder.

The TTL Meter will always give you correct results with all types of film. Absolutely reliable, the coupled TTL Meter prism works in accordance with the highest degree of internal metering through the lens. Only the light used in composing the picture is measured. The resulting values are very accurate, even when using various types of lenses and even with filters! And you can get readings with the lens stopped down at taking aperture or at full, wide open aperture. There is no decrease in brightness of finder image.

The extreme adaptability of the Exakta RTL 1000 permits you the choice of using three types of viewfinders. Naturally you'll prefer the TTL thru-the lens lightmeter prism; however for specialized work or when working with a repro unit or microscope, or in exposing below eye level, you'll appreciate the remarkable qualities of the standard Prism Viewfinder or Waist Level Finder.

Be sure to see the marvelous new Exakta RTL 1000 camera with "TTL" Coupled Lightmeter Prism Viewfinder, Rangefinder Screen and F1.8 Automatic Meyer Oreston 50mm lens with all the RTL features priced at \$249.50 list.

Ask your dealer about the liberal trade-in offer on your present Exakta or Exa for the New Exakta RTL 1000!

If there are no dealers in your area or if you cannot obtain the satisfaction you would like, please write to us and we'll arrange for you to purchase, or trade for the New Exakta RTL 1000 without delay.

SALES – SERVICE

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