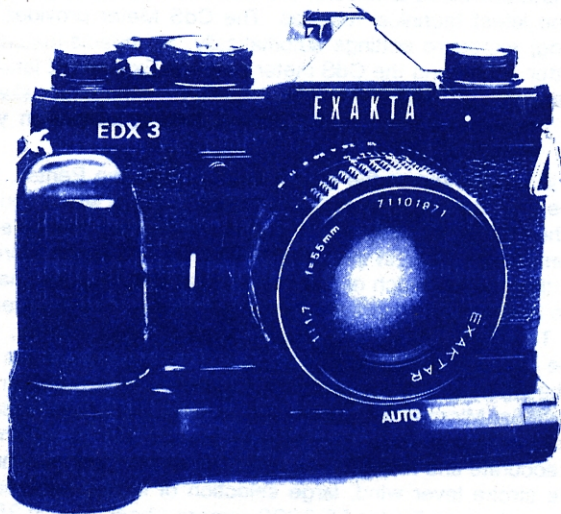


ANNOUNCING...THE NEW AUTOMATIC

EXAKTA EDX-3

With CDS
Automatic
Exposure Control

NEW, EXAKTA EDX-3 CAMERA WITH LED LIGHTMETERING RESPONDS TO LIGHT CHANGES INSTANTLY! EVERY PICTURE IS PERFECT! NO GUESS-WORK! NO MISSED SHOTS! BIG BRILLIANT VIEWFINDER WITH SPLIT-IMAGE RANGEFINDER! EXAKTA BAYONET MOUNT! PROFESSIONAL BLACK BODY! OPTIONAL AUTO-WINDER!



CHECK THESE FEATURES

- A completely new Exakta with an Advanced light-metering system...light-emitting diodes: faster & more accurate than most systems.
- Automatic Thru-the-lens CDS metering system accurately measures the light of your subject at shooting aperture.
- LED Red & Green Lights in Viewfinder indicate under/over & shooting exposures. Exposure mistakes eliminated forever! (Light emitting Diodes).
- Focal plane shutter (Copal Metal vertical type) offers wide range of 11 speeds plus Bulb: 1 second, 1/2, 1/4, 1/8, 1/15, 1/30, 1/60, 1/125, 1/250, 1/500, 1/1000 and Bulb.
- Built-in Self Timer. ASA Film Speed Settings 25-1600.
- Penta Prism Viewfinder with Split-Image Rangefinder Screen. FP & X Flash synchronization at 1/125th Sec. Hot Shoe Flash plus additional PC flash socket plus Cable Release Socket. • Professional Black Finish.
- Exakta Bayonet Lens mount takes interchangeable lenses, wide angle, telephoto, standard, Zooms, Macro, Close-up, (meter coupled for EDX lenses) and stop down metering for most classic and RTL lenses with bayonet mount that fit camera. • Instant return mirror
- Single stroke rapid film winding and shutter cocking. Automatic film resetting counter when camera back is opened.
- Easy film loading. Takes all 35mm films, 20, 24, 36 & 12 exposures. • Provision for Auto-Winder plus many features
- Takes extension tubes, bellows, microscope adapters & many other accessories. Weighs 28 oz. with lens, just 19 oz. without lens. Camera measures 5 1/2" x 2 3/4" x 1 1/4"

The New Exakta EDX-3 35mm Single Lens Reflex Camera with F1.7 Exaktar 55mm lens is the latest, most compact and elegant Exakta in the Exakta system. Designed for both professionals and advanced amateurs, the Exakta EDX-3 possesses the latest technical features. The CDS Meter provides full aperture (open metering) with meter coupled lenses and stop-down metering with most classic and RTL Exakta lenses. An advanced system of LED Red & Green lights in the viewfinder signal when there is too much or too little light for shooting (under or over-exposure). Green light indicates correct exposure. Thus exposure mistakes are eliminated forever!

The Exakta EDX-3 is fast handling...focusing and composing are easy and quick! The Split-image rangefinder screen gives you rapid, accurate pinpoint focusing! The Prism viewfinder is extremely bright for easy viewing. The Exakta bayonet mount takes interchangeable lenses, wide angle, telephoto, standard, Zooms, Macro and Close-up (meter coupled for open metering) and most classic and RTL Exakta lenses (for stop-down metering). The Copal all-metal shutter has 11 speeds from 1 second to 1/1000th plus Bulb and Self-Timer. The camera has an accessory Hot Shoe for Flash, and is synchronized for Electronic Flash at 1/125th second. An additional PC flash socket is provided on front of body. One stroke lever wind, automatic resetting film exposure counter, cable release socket, and provision for Auto-Winder makes the Exakta EDX-3 a best value in 35mm Single Lens Reflex Cameras!

The AUTO-WINDER for the EXAKTA EDX-3 camera is available as an accessory...and automatically advances the film and sets the shutter after each exposure so you can follow & shoot pictures with continuous rapid fire at 2 frames per second! The AUTO-WINDER is compact and lightweight, and can be attached or removed in seconds...a wonderful addition for all EXAKTA EDX-3 photographers.

ANOTHER MASTERPIECE!

Exakta, inventors of the world's first 35mm single lens reflex camera over 40 years ago, once again demonstrates to the world its characteristic ingenuity in the Exakta EDX-3 camera. The New Exakta EDX-3 was designed for modern people who are constantly doing, going, seeing. They want a camera that will keep pace with their activities...a camera that handles easily...a camera that's quick to leap into action...that takes superb pictures without fuss...that adapts immediately to every new situation! The Exakta EDX-3 was made for you. It is a precision instrument in the best tradition of camera craftsmanship. The elegance and beauty of its design is perfectly geared to picture taking...it is a delight to hold, a pleasure to feel and hold to your eye, so comfortable and precisely balanced you won't want to put it down! When you push the shutter release button you know it will perform with ultimate accuracy and dependability. Available from Exakta Camera Company, 705 Bronx River Road, Bronxville, N.Y. 10708.

PRICE LIST

	Sugg. List	Dealer Net
* EXAKTA EDX-3 CAMERA WITH ELECTRIC EYE METER & F1.7 EXAKTAR 55MM AUTOMATIC LENS	\$375.00	\$259.00
* Eveready Case (Sold only with Case)	25.00	15.00
Auto-Winder	125.00	95.00
28mm F2.8 Auto Wide Angle Lens	189.95	89.50
35mm F2.8 Auto Wide Angle Lens	149.95	79.50
135mm F2.8 Auto Telephoto Lens	164.95	79.50
200mm F3.5 Auto Telephoto Lens	219.95	99.50

* Camera Sold Only w/case

SALES-SERVICE

Phone — Wire — Mail your order today! Quantities are limited!

EXAKTA CAMERA COMPANY

705 Bronx River Road, Bronxville, N.Y. 10708
Telephone: (914) 237-5500