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ZENZA BRONICA



**The World's most technically
advanced roll film SLR systems.**

Bronica five format flexibility

BRONICA SLR systems are the most flexible and versatile available. No other roll film reflex camera allows you to change formats from 6 x 6 or 6 x 4.5 cm to normal 35 mm (24x36mm) and 35 super panoramic (24 x 54mm) or Polaroid in a matter of seconds! Only BRONICA give you a choice of cameras, systems, formats, lenses, accessories and film emulsions not available from other makers. BRONICA have taken advantage of today's electronic technology to shrink the

size of the traditional roll film reflex cameras smaller, lighter and easier to handle, but the replacement of mechanical parts with dependable solid-state circuitry has made them much more reliable. Couple this with an appreciation of what photographers want in real, practical terms and you go some way toward understanding the world wide success of the BRONICA systems.



ZENZA BRONICA ETR-S

This superb 6x4.5 SLR camera has found favour amongst a host of practical photographers for a variety of reasons, not least of which is its outstanding versatility. Thanks to the unique Speed Grip it handles almost as fast as a 35mm SLR. Horizontal or vertical use are equally quick and easy to manoeuvre. The ZENZA BRONICA ETR-S has what is often described as the 'ideal format,' 4.5 x 6 cm, with a side/length ratio very close to matching standard paper and reproduction sizes, especially the very popular 10x8 and 11x14in. printing papers. This means less trimming when enlarging, for you can use the full negative area efficiently and economically. With a negative area almost three times as large as the 35mm format and a range of highly

superior, high performance ZENZANON E lenses, image quality is of the very highest order. In spite of its compactness the BRONICA ETR-S lacks nothing in the way of the practical features demanded by the professional user. For instance, the ETR-S user can quickly change from 35mm film (in the standard 24x36 or 24x54 panoramic format) to 120 (15 exposures) or 220 (30 exposures) or Polaroid in the 6x4.5 format as the occasion demands. Like all its 7 viewfinders, 7 focusing screens, 11 lenses (including 2 zooms, a 55mm Perspective Control lens) and 2X Teleconverter, 21 eye correction lenses, close up equipment and other accessories the 6 different ETR-S magazines are designed for swift positive interchange.

ZENZA BRONICA SQ-A

A "photographer's" camera and the culmination of nearly three decades of continuous technical development. The BRONICA SQ-A can easily be described as a professional work-horse that is equally at home in the studio or on location. Portraiture, action, macro, wild-life, industrial, aerial, press - you name it and it's almost certain that the BRONICA SQ-A system can provide the ideal answer to cope with any situation. The SQ-A boasts the brightest screen of any 6x6 camera available today. It also offers a full compliment of practical features including full flash synchro at all speeds of the electronically controlled SEIKO shutter built into each lens, a choice of 7 interchangeable backs, 5 viewfinders (including 3 metering models) no less than 10 lenses and a teleconverter, 7 focusing screens and even 14 different eye correction lenses. With such a wide choice of top quality equipment to choose from the 6x6 enthusiast can tailor the BRONICA system for his own particular needs. He can also add and adapt as his needs change.

Nothing has been forgotten - there is a depth of field pre-view lever, a battery check and a fast, smooth winding crank. Multiple exposures? Just a flick of a lever lets you double expose for special effects. The anatomically balanced ribbed rubber padding on the lower part of the body ensures easy, positive handling. To enjoy the speed and convenience of a modern 35 SLR simply fit the Speed Grip-S to the SQ-A and you'll have a rapid handling capability unmatched by any other brand of medium format camera. A battery check in the viewfinder also doubles as a signal that the shutter has closed after firing. Add to this the possibilities of using the enormous variety of 35mm emulsions in the 24x36 and 24x54mm formats PLUS the multitude of 120 and 220 films for 6x6 and 6x4.5 AND the choice of Polaroid pack films - then you begin to get some idea just how versatile the BRONICA SQ-A can be. DIMENSIONS: 92mmx109mmx179mm (with 80mm lens and waist level finder) WEIGHT: 1,500 grams (with 80mm lens and waist level finder)



ZENZA BRONICA SQ-AM

The action shooting BRONICA 6x6 SLR with BUILT IN MOTOR DRIVE! The BRONICA SQ-AM retains all the design features (including double exposure capability and mirror lock) and accepts all SQ-A lenses and accessories. In addition the user can employ fast photo' sequence with up to 24 exposures on 220 or 36 on 35mm. The BRONICA SQ-AM can be set for single frame advance or continuous mode operation with a firing speed of up to 3 frames every 2 seconds. Its instant return mirror system virtually allows continuous viewing of the subject and motorised film advance is possible at all shutter speeds from 8 sec. - 1/500th (full flash sync. at all speeds) with any lens or accessory. Using fresh batteries (six AA size alkaline-

manganese or NiCd) the BRONICA SQ-AM is capable of exposing about 40 rolls of 120 film. An optional external power pack is available if required. The SQ-AM is fitted with a remote control terminal and, like the SQ-A can produce a multitude of formats from a variety of film sizes. Anatomically designed integral hand grip and heavy duty adjustable strap gives comfortable, balanced control and security. DIMENSIONS: 144.5x125mmx179mm (with 80mm lens and waist level finder) WEIGHT: 1925 grams (without batteries but as listed above)

Superior Image Quality

In the world of professional photography image quality is the criteria by which any camera is ultimately judged. Over the years the reputation of BRONICA has been skilfully developed by offering lenses of superior optical quality designed to meet the exacting requirements of the modern practising professional. BRONICA are, in fact, one of the few camera companies that really makes its own lenses in their own modern

factory, using state-of-the-art equipment like laser beam centreing machines to ensure precise optical alignment of all components. In the BRONICA armoury of ZENZANON lenses there is a model to cover virtually any assignment. From 40 mm super wide angle through to a 500 mm telephoto, including 2 zooms and a 2X autoteleconverter.



Apart from the choice of viewfinders described on the right BRONICA ETR-S users also have the choice of a Rotary eye-



level finder, a Sports frame finder and a Multiscope rotary finder attachment. A multiple exposure lever gives the ETR-S

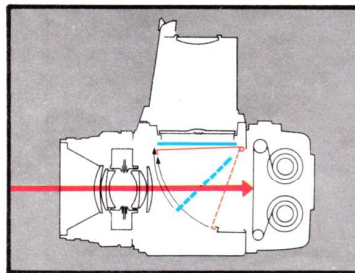
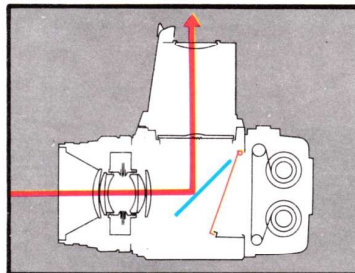
user even greater creative scope. A battery check in the view finder also doubles as a signal to indicate that the shutter has closed after firing. Useful, when using slow speeds. A small feature, perhaps, but it is attention to such detail that demonstrates once more the leadership of BRONICA in medium format camera design. Because of its small size, its electronic features and its fast handling capability the BRONICA ETR-S is the ideal choice for the 35mm user who wishes to graduate to the medium format or the medium format enthusiast who demands versatility and reliability in one, compact unit.

DIMENSIONS: 110mmx106mmx157mm (with 75mm lens and waist level finder)
WEIGHT: 1346 grams (with 75mm lens and waist level finder)



Other features of the BRONICA SQ-A & SQ-AM BUILT IN MIRROR LOCK-UP SYSTEM

In most situations the photographer likes to see a viewfinder image right up to the very moment of exposure. There are, however some occasions when it is desirable to lock the mirror up to eliminate the very slight noise made by the mirror travel. Mirror lock-up can also prove invaluable for slow speeds in studio and close up work, macrophotography and long telephoto shots. The BRONICA SQ-A/SQ-AM viewing mirror system can be used in 3 modes:-



- N For normal viewing without lock-up.
- S The mirror can be locked for one shot only, automatically returning to the normal viewing position after the shutter is fired.
- C Continuous mirror lock until returned to normal (N) viewing position by user.



AUTOMATIC ELECTRONIC COUPLING FILM SPEED DIAL

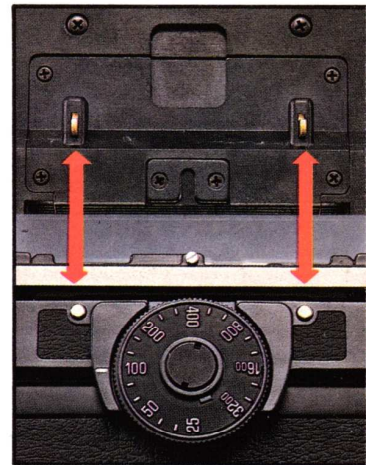
After loading the film into a magazine the BRONICA SQ-A/SQ-AM user simply sets the ASA film rating on a click stop dial situated on top of the magazine. From then on all through-the-lens metering finders will, without further adjustment, automatically, electronically couple to the pre-set speed. This completely eliminates the possibilities of film speed errors when changing magazines.

SQ-A/SQ-AM METERING FINDERS

In addition to the finders mentioned on the right, BRONICA SQ-A/SQ-AM users have the choice of two other metering models.

BRONICA MF FINDER

A waist level through-the-lens manual metering finder with a colour coded 3 LED display showing correct exposure (green) and over and under in red. Registers full shutter speed range from 8 sec. to 1/500th (in 1/2 stop increments). Twin CdS cells giving full area average readings: EV4 -EV16 (at 100 ASA/ISO) Film speed range 25-3200 ASA/ISO. Magnification 1.0X (with 80mm lens). Ideal for low-angle, close-up, copying work, etc. requiring careful composition and critical focusing.



BRONICA ME PRISM FINDER S

An eye level through the lens manual metering prism finder with most of the features and all of the benefits of the MF model including the LED display. Magnification 0.75X (with 80mm lens). Like the MF finder the ME gives quick, accurate exposure readings via easy adjustment of its own shutter speed dial and the lens aperture ring.



All BRONICA Cameras offer these outstanding features.

COMPLETE BRONICA FILM BACK INTERCHANGEABILITY WITH THE WIDEST CHOICE OF MAGAZINES OF ANY ROLL FILM SYSTEM AVAILABLE TODAY!

This is where BRONICA really comes into its own! Both the BRONICA ETR-S and the SQ-A/SQ-AM user enjoys the choice of two 35mm backs. One, producing up to the normal 36 exposures in the 24x36mm format and the other giving up to 23 exposures in a 24x54 panoramic format. This is in addition to the normal 120 back (15 exposures 6x4.5 on the ETR-S - 12 exposures 6x6 on the SQ-A/SQ-AM) and 220 back (30 exposures 6x4.5 on the ETR-S - 24 exposures 6x6 on the SQ-A/SQ-AM). A Polaroid back, accepting a wide range of Polaroid black and white and colour film packs, is available for both systems. This allows the BRONICA user to make an instant

appraisal of lighting, exposure, composition, etc. The BRONICA SQ-A/SQ-AM owner can also enjoy the benefits of the 6x4.5 format. Two 'J' magazines, one for 120 (15 exposures) and 220 (30 exposures) are two further SQ-A/SQ-AM options. A 70mm back for bulk film provides up to 90 exposures in one shooting session for the professional ETR-S owner. Even in mid-roll or daylight all magazines are freely interchangeable within each system. As desired, film can be loaded and unloaded before and after the back is attached to the camera. Just think - you can start shooting with a Polaroid test shot - switch to 35mm Kodachrome - change over to roll film



Ektachrome - then on to roll film black and white - with interchanging taking only a few seconds and your

subject and camera set up undisturbed. That's BRONICA in action!

BRONICA SPEED GRIP

Another BRONICA exclusive. No other system offers such a unique accessory. The SPEED GRIP virtually gives your BRONICA camera the speed, comfort and handling



convenience of a modern 35 SLR. Simply slides on to the camera and lets you cock the shutter, reset the mirror, advance the film and release the shutter - all with one hand. Also activates the LED readout when using the AE finder. The SPEED GRIP provides you with a degree of shooting freedom you can only enjoy with BRONICA!

CHOICE OF CLOSE UP EQUIPMENT

Close up work with the BRONICA system couldn't be simpler. BRONICA give you a choice of close up



systems - BELLOWS ATTACHMENT - EXTENSION TUBES - CLOSE UP LENS ATTACHMENT - all of which retain the fully automatic electronic control of aperture, shutter speeds and manual and auto metering finders. The BRONICA BELLOWS E (for ETR-S) allows continuous magnification from 0.72X to 2.18X with 75mm lens and the BRONICA BELLOWS S (for SQ-A/SQ-AM) gives continuous magnification from 0.64X to 1.98X with the 80mm lens. There is a choice of two close up lens attachments for both systems, 3 extensions tubes for the ETR-S and 2 tubes for the SQ-A/SQ-AM systems.

A CHOICE OF VIEWFINDERS FOR EVERY PURPOSE

Apart from the finders mentioned on the left all BRONICA users have the choice of the normal collapsible WAIST LEVEL FINDER with flip-up interchangeable magnifier - a PRISM



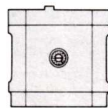
FINDER with large, bright laterally correct image and interchangeable magnifier - and an AE PRISM FINDER allowing fully automatic and manual TTL exposure control. Couples to all shutter speeds and apertures. 2 silicon cells give you full area average readings EV4 - EV17 (100 ASA/ISO) LED illuminated shutter speed readout. Film speed range 25-3200 ASA/ISO.

INTERCHANGEABLE FOCUSING SCREENS

Camera is supplied with Microprism/Split Image. Can be changed with other screens in a few seconds.

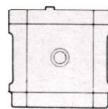
Microprism/Split-Image (standard)

Split-image spot with microprism ring; for general use.



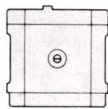
Microprism

Microprism spot for subjects without strong lines. Full area matte.



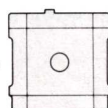
Split-image

Central matte spot. For general use. Also slow lenses/small apertures.



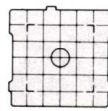
Matte

Central matte spot. For general use. Also, slow lenses small apertures.



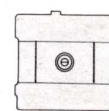
Grid-lines

Central matte spot and overall grid-lines. For composition work.

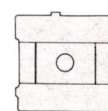


Microprism/Split-Image

For film Back SW 135 with 24x36mm and 24x54mm format size.

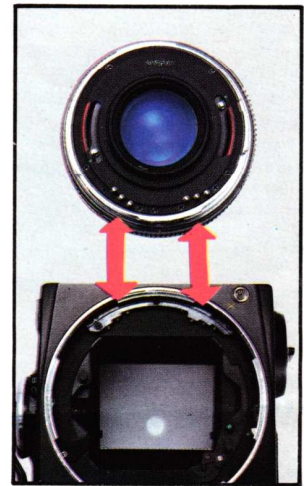


Matte



EXCLUSIVE BRONICA ELECTRONIC CONTROL OF SEIKO SHUTTERS

Jointly developed by SEIKO and BRONICA, based on the latest "mechatronic" (mechanical - electronic) technology. All BRONICA lenses, bellows and extension tubes are fitted with 6 tough high precision gold plated terminals thus ensuring highly accurate, consistent and reliable shutter and aperture electronic linkage. Each BRONICA lens incorporates its own SEIKO leaf shutter with the electronic shutter control circuit built into the camera body. This provides a very stable performance of all shutter speeds from 8 seconds to 1/5000th sec. with full flash throughout the range. There is also a mechanically controlled speed of 1/500th sec. Because the SEIKO - BRONICA leaf shutters open fully at all speeds image distortion is completely eliminated.



HIGH RESOLUTION ZENZANON LENSES - AS ADVANCED AS THE ELECTRONICS OF OUR CAMERAS

ZENZANON lenses are renowned for their high resolving power and superior image quality. The very latest multi-coating techniques of all air-to glass surfaces reduces flare and ghosting, produces superb colour balance, thus ensuring natural colour reproduction. Increased contrast and light transmission with consistent spectral transmittance drastically reduce the possibilities of colour 'shift' - this prevents colours becoming cooler or warmer when you use more than one lens with reversal colour film. All ZENZANON lenses are subject to continuous and painstaking quality control. Using the most up to date optical measuring equipment all lenses are constantly checked for element centration, contrast, resolving power, colour balance, flare and dimming as well as environmental changes. The end result is a range of outstanding lenses that have earned a world-wide reputation for the ultimate in optical



quality. CAMERA CHOICE, (in a comparative test with the Mamiya and Hasselblad) went so far as to say that the BRONICA SQ-A was, "...the sort of camera you want to go on using - whilst you are shooting and again when you see the results - PUT SIMPLY THIS IS THE BEST THERE IS."

LENSES & EQUIPMENT FOR THE BRONICA ETR-S, ARE DESIGNATED 'E' AND FOR THE BRONICA SQ-A/SQ-AM ARE DESIGNATED 'S'. The two systems are not compatible.

ZENZA BRONICA

on test...

"The ZENZANON E II 75mm f2.8 turns in first class results on all fronts. The quality of the lens combined with the large 6x4.5 negative format ensures maximum sharpness under all conditions... any photographer wanting to take up weddings, portraiture or any kind of money making assignment couldn't buy a better camera to work with, on both specification and value for money it's unbeatable... the BRONICA ETR-S is more than just a 6x4.5 camera, it is the basis of a whole top quality photographic system. It certainly represents an ideal camera for those thinking of taking the plunge into medium format." **CAMERA CHOICE**



"I HAVE FOUND THE LENSES COMPARE VERY FAVOURABLY WITH THOSE OF THE HASSELBLAD AND I DON'T THINK THERE IS REALLY ANYTHING IN IT... I PARTICULARLY LIKE THE WIDE RANGING ELECTRONIC SHUTTER WITH SPEEDS FROM 1/500TH. DOWN TO 8 SECS AND GENERALLY I THINK THE CAMERA HANDLES WELL AND IS MADE TO A HIGH STANDARD." - "WE'VE HAD THE BRONICA SQ-A FOR ABOUT A YEAR NOW AND IT HAS BEEN VERY RELIABLE... THE CAMERAS GET A LOT OF HARD USE AS WE SHOOT UP TO TWENTY ROLLS A DAY."

USERS VIEW - SLR CAMERA

"Think of a high level superlative, and that's the epithet for the ZENZANON lens tested. In plain English, it was very good indeed... The BRONICA SQ-AM offers a set of useful features and generally excellent performance."

PHOTOGRAPHY



"IT HAS A GOOD BACK-UP SYSTEM INCLUDING SOME UNIQUE FEATURES, IT PERFORMS WELL, IS GREAT TO USE... IT CAN BE RECOMMENDED."

PRACTICAL PHOTOGRAPHY

"..The SQ-AM is a fine camera... it performs very well, has a large, growing back up system, and looks set to become a tool for both the enthusiast and professional alike."

CAMERA WEEKLY

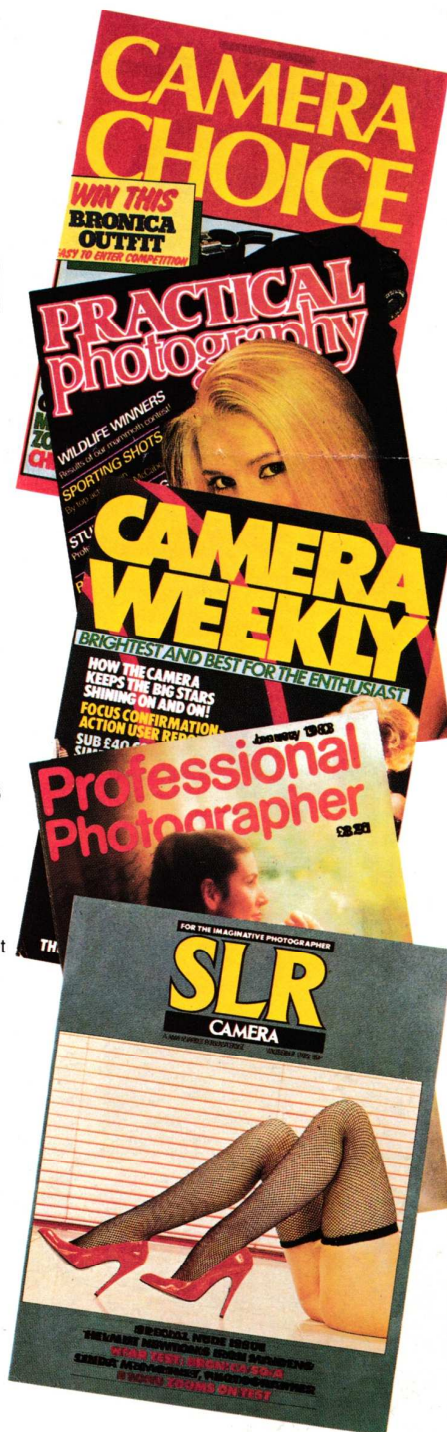
"...THE ZENZA BRONICA ETR-S SYSTEM SEEMS TO HAVE ESTABLISHED ITSELF IN THE PROFESSIONAL CAMERA CATEGORY BY VIRTUE OF ITS VERSATILITY, UNIQUE FEATURES AND EXCELLENT RANGE OF LENSES AVAILABLE FROM JAPANESE AND GERMAN SOURCES." **PROFESSIONAL PHOTOGRAPHER**

"I can honestly say that at long last I have been impressed by a roll film SLR... I tested three lenses - the 50mm f2.8 wide angle, 80mm f2.8 standard and 150mm f3.5 telephoto - and all were sweet in operation, indeed sharper than any colour reversal film available will resolve. These lenses are impressively flare-free even when used in a total back-light situation... if you are interested in a roll film SLR outfit then you owe it to yourself to visit the nearest BRONICA dealer and examine one, and whilst you're at it compare the prices to Hasselblad - the only real opposition... I firmly believe that if the two systems were offered for evaluation, to someone who had never heard of either, the BRONICA SQ-A would still win hands down on usability and at the end of the day be found to be indistinguishable on quality or results."

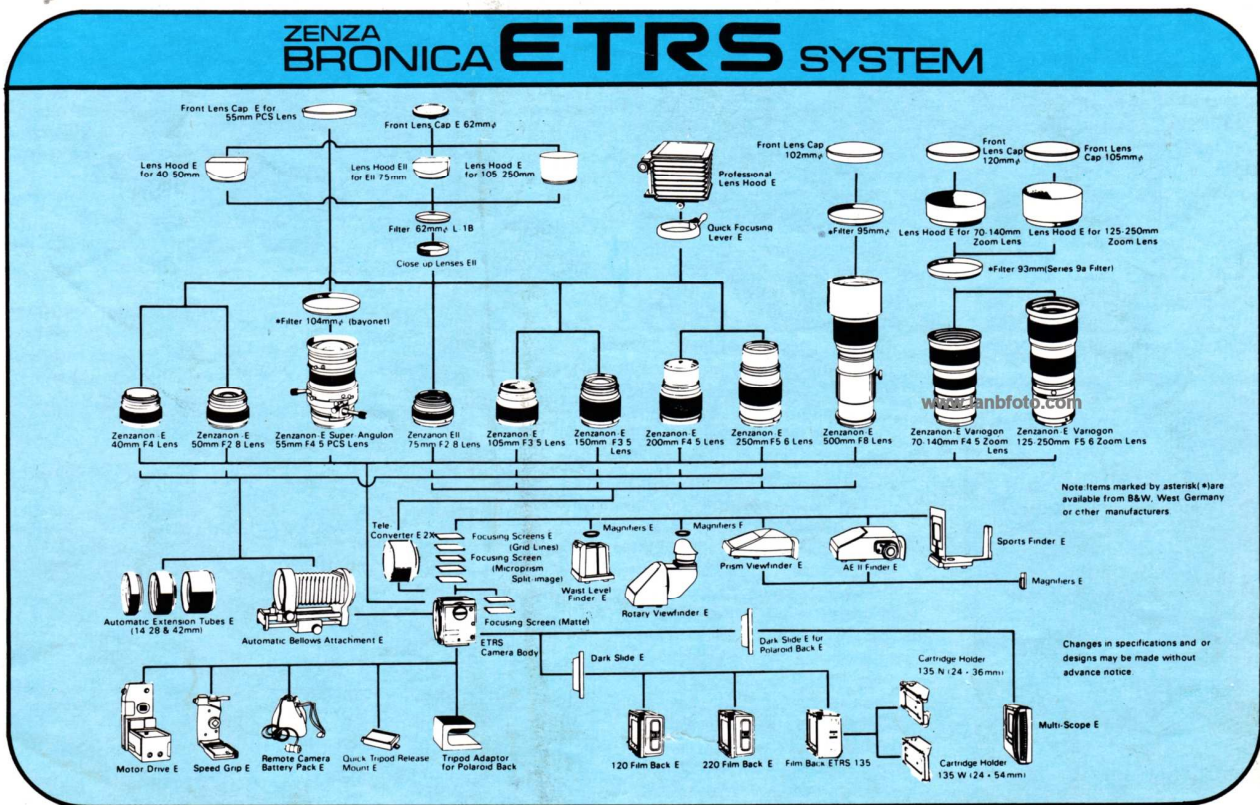
DON MORLEY - CAMERA

"...THE QUALITY OF THE LENSES IS REALLY EXCELLENT AND AT LEAST ONE OF THEM IS INFINITELY SUPERIOR TO THE EQUIVALENT HASSELBLAD LENS, THE 40mm DISTAGON. THE BRONICA 40mm f4 E IS A REALLY EXCELLENT LENS: WHEN COMPARED WITH THE DISTAGON IT IS QUITE AMAZING. THE BRONICA IS ACTUALLY ONE THIRD OF THE WEIGHT, A MERE 2½" LONG AND £500 CHEAPER. IT IS SHARPER THAN THE DISTAGON... THE BRONICA ETR HANDLES IN A MANNER VERY SIMILAR TO A 35mm SLR AND HAS A MANUAL WIND WHICH IS AS FAST TO USE AS THE HASSELBLAD MOTOR DRIVE. INDEED SO EFFECTIVE IS THE 'SPEED GRIP' THAT I HAVE NO DESIRE TO BUY THE MOTOR DRIVE. THE 'SPEED GRIP' IMPARTS A GREAT FEELING OF SECURITY WHEN HANDLING THE CAMERA AND AS SOMEONE WHO CONSTANTLY FINDS HIMSELF SCRAMBLING UP VERTICAL LADDERS AND SHOOTING FROM AWKWARD SPOTS I KNOW OF NO OTHER MEDIUM-FORMAT CAMERA WHICH HANDLES SO EASILY AND ENABLES ONE-HANDED OPERATION.... WHAT I BOUGHT AS A SECONDARY SYSTEM FOR A SPECIFIC CLIENT, IS NOW A FULLY VIABLE ALTERNATIVE THAT I USE FOR AN EVER INCREASING RANGE OF WORK. THAT IT HAS PARTIALLY REPLACED MY ROBUST NIKONS ON A NUMBER OF INDUSTRIAL ASSIGNMENTS IS A TESTIMONY TO ITS DURABILITY."

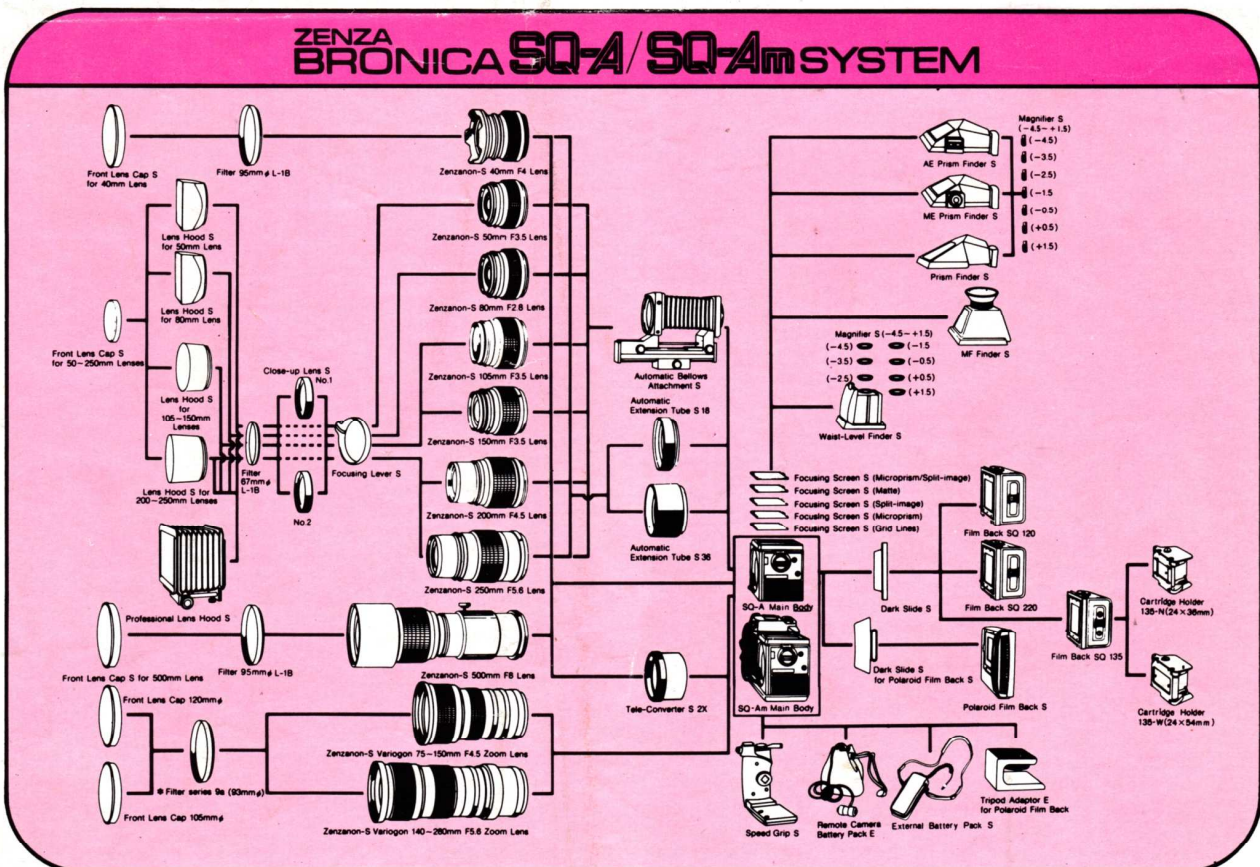
MIKE ST.MAUR SHEIL. Practising Photographer & Ex-Editor of the ASSOCIATION OF FASHION, ADVERTISING & EDITORIAL PHOTOGRAPHY LTD.



Build your own personalized BRONICA SYSTEM, from a wide range of versatile and optional accessories.



L GRIP ALSO AVAILABLE FOR ETR-S OR SQ-A



For further detailed information contact your nearest BRONICA STOCKIST or the sole official U.K. BRONICA importer



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