

BRONICA

ETRS ■ SQ-A/Am ■ GS-1

Multi-Format, Medium-Format
Cameras

www.ianbfoto.com

Born of state-of-the-art electronics
and mechanical excellence.



Why buy a Medium-Format Camera?

Simply stated... SIZE! The images produced by medium-format cameras are appreciably larger than standard 35mm film formats, resulting in superb image quality when enlarged, while minimizing grain and dust particle effects.

Due to their system design approach, most medium-format cameras also offer the necessary accessories that allow them to be used in either the studio or on location.

Art Directors and other professional clients usually prefer medium-format images as they are easier to view and work with...while portrait photographers like them for their larger film size, which is easier to retouch.

Image quality...system flexibility...for these reasons and others unique to Bronica system cameras, medium-format has been and continues to be the PREFERRED format used by many professional photographers and serious enthusiasts alike.

Why buy a Bronica?

Features, reliability, and value!

For over a quarter of a century, Bronica has specialized in producing the highest quality medium-format camera systems. Understanding the features most wanted by photographers, all Bronica systems incorporate modular design technology. With interchangeable components, the exact camera elements can be assembled for a specific "shot" and you can be assured of "matched optics" and electronically controlled shutter speeds for consistent image quality. Bronica cameras have proven to be more reliable because, among other innovative features, they have replaced old-fashioned error-prone mechanical parts with advanced electronic circuitry. While not inexpensive, Bronicas are priced realistically—usually less than traditional cameras—giving you outstanding value for your money.



BRONICA ETRS

The "ideal" alternative to 35mm photography! The ETRS produces a 6 x 4.5cm negative that is 2.7 times larger than a standard 35mm, yet the camera itself is lightweight, compact and handles like a 35mm. The format is called "ideal" because it enlarges to 8 x 10" with a minimum of waste. The camera has many ideal features, including electronically controlled between-the-lens shutters that synch with flash at any speed. With its wealth of optional accessories, the ETRS can be set up to handle any photographic possibility, from a carefully posed scene to high-speed action. After extensive testing and evaluation, the ETRS has been selected as a working camera by both the U.S. Air Force and the U.S. Navy.

SPECIFICATIONS:

Type: 6 x 4.5cm (2 1/4" x 1 3/4") "Ideal format," lens-shutter single lens reflex, modular design.
Negative frame size: 55.1 x 42.5mm (2.17 x 1.68").
Films: 120 (15 exp.), 220 (30 exp.), 35mm (36/24/20/12 exp. standard; 23/15/12/7 panoramic), and Polaroid® Land pack films series 600, with exclusive interchangeable Film Backs, four-claw Bronica bayonet.
Lens mount: Zenzanon-E 75mm f/2.8, 49° angle-of-view.
Standard lens: fully automatic, with depth-of-field preview.
Lens diaphragm: electronically controlled SEIKO #0 between-the-lens leaf type with 8 sec. to 1/500 sec. settings in one-step increments, plus T. Stepless settings with optional AE II Prism Finder on auto. Mechanical speed without battery power: 1/500 sec.
Shutter: X-synchronization, all speeds up to 1/500 sec.
Flash: possible with lever on body.
Multiple exposures: interchangeable.
Viewfinder: interchangeable, standard has microprism/split-image with indicators for 35mm formats.
Viewing screens: single 6V silver-oxide.
Battery: red LED in viewfinder.
Battery check: 4.33" (W) x 3.17" (H) x 2.24" (L), with Waist-Level Finder.
Dimensions: 2 lbs. 15 oz. with standard lens and Waist-Level Finder.
Weight: 40mm f/4, 50mm f/2.8, 70-140 f4.5 zoom, 125-250 f5.6 zoom, 55mm f4.5 pcs, 100mm f4 macro, 150mm f/3.5, 200mm f/4.5, 250mm f/5.6, 500mm f/8.
Accessory lenses:

The ETRS shown in this booklet is equipped with AE Prism Finder, Speed Grip and 75mm f2.8 Zenzanon-E Lens.



BRONICA SQ-A

For photographers who prefer the proportions and versatility of the 6 x 6cm format, Bronica has used electronics to shrink the size and weight of the traditional 2 1/4" square single lens reflex. The viewfinder is up to 1 1/2 f/stops brighter than competing cameras; the lenses are renowned for sharp, crisp images; and all controls and exposure information are visible from above the camera. Like all Bronicas, the electronic shutter control is in the body so speeds are consistent from lens to lens. The SQ-A's interchangeable film backs have automatic film speed indexing which sets the optional TTL metering systems.

SPECIFICATIONS:

Type: 6 x 6cm (2 1/4" x 2 1/4") format, lens-shutter single lens reflex, modular design.
Negative frame size: 55.6 x 55.6mm (2.19 x 2.19").
Films: 120 (12 exp.) and 220 (24 exp.) in 6 x 6cm, 120 (15 exp.) and 220 (30 exp.) in 6 x 4.5cm, 35mm (36/24/20/12 standard; 23/15/12/7 panoramic), and Polaroid® Land pack film series 600, with exclusive interchangeable Film Backs.
Lens mount: four-claw Bronica bayonet.
Standard lens: Zenzanon-S 80mm f/2.8, 51° angle-of-view.
Lens diaphragm: fully automatic, with depth-of-field preview.
Shutter: electronically controlled SEIKO #0 between-the-lens leaf type with 8 sec. to 1/500 sec. in one-step increments* plus T, stepless settings with optional AE Prism Finder on AUTO. Mechanical speed without battery power: 1/500 sec.
Flash: X-synchronization, all speeds up to 1/500 sec.
Multiple exposures: possible with lever on body.
Mirror lockup: possible with lever on body.
Viewfinder: interchangeable.
Viewing screen: interchangeable, standard has microprism/split-image with indications for 4:5 cropping.
Battery: Single 6V silver-oxide or alkaline.
Battery check: red LED in viewfinder.
Dimensions: 3.62" (W) x 4.24" (H) x 7" (L) with standard Lens and Waist-Level Finder.
Weight: 3 lbs. 5 oz., equipped as above.
Accessory lenses: 40mm f/4, 50mm f/3.5, 65mm f/4, 150mm f/3.5, 110mm f/4 MACRO, 75-150mm f/4.5 Zoom, 140-280mm f/5.6 Zoom, 200mm f/4.5, 250mm f/5.6, 500mm f/8, Tele-Converter 2X.

*Optional ME Finder allows 1/2 step settings.

The SQ-A shown in this booklet is equipped with AE Prism Finder, Speed Grip and 80mm f2.8 Zenzanon-S Lens.



BRONICA SQ-Am

This is a rugged, reliable SQ-A body with a built-in motor drive and anatomical grip. It is the fastest camera in its class and can expose up to 1½ frames per second with no mirror blackout. The SQ-Am is ideal for action photography, copy stand or tripod work, and remote control situations. Since the camera accepts all SQ-A accessories, (except the Speed-Grip), you can use it as a second body with the SQ-A system. Or, you can start out with an SQ-Am body and build a complete professional system around it.

SPECIFICATIONS:

(Same as the SQ-A, except for the following):

Film winding: automatic with built-in motor, about 1½ fps.
Mode selection: switch with three modes—OFF, single frame, and continuous.
Batteries: six AA alkaline (MOTOR) + one 6V silver-oxide or alkaline.
Battery life: about 500 frames with fresh alkaline cells at normal (68°F) temperatures.
Dimensions: 5.68" (W) x 4.92" (H) x 7" (L) with standard Lens, 120 Film Back and Waist-Level Finder.
Weight: 2.11 lbs. (body only, without batteries).

The SQ-Am shown in this booklet is equipped with AE Prism Finder and 40mm f/4.0 Zenzanon-S Lens.



BRONICA GS-1

The GS-1's large 6 x 7cm (2¼ x 2¾") image needs the least enlargement of any "ideal format" roll film camera, and produces pictures of very high quality. Since the camera only weighs four pounds with its standard lens, it is far lighter and more compact than its 6 x 7 SLR rivals. It can be hand-held and used on location as well as in the studio. And, it's a multi-format camera, too! With Bronica's exclusive backs, it can also shoot 6 x 6cm, 6 x 4.5cm, 35mm (24 x 69mm) and Polaroid. It's a lot of cameras for the money.

SPECIFICATIONS:

Type: 6 x 7cm "ideal format", lens-shutter single lens reflex camera, modular design.
Frame size: 55.6 x 69mm (2.18 x 2.71"). "Ideal" 4:5 ratio matches standard printing paper sizes.
Films: 120 (10 exp.) and 220 (20 exp.) in 6 x 7cm, 120 (12 exp.) and 220 (24 exp.) in 6 x 6cm, 120 (15 exp.) and 220 (30 exp.) in 6 x 4.5cm, 35mm panoramic, and Polaroid® Land pack film series 600 with exclusive Interchangeable Film Backs, film speed index dial on Back couples to optional AE meter finders.
Lens mount: four-claw Bronica bayonet.
Standard lens: Zenzanon-PG 100mm f/3.5, 48° angle-of-view.
Lens diaphragm: fully automatic, ½ stop increments, depth-of-field preview.
Shutter: electronically controlled SEIKO #0 between-the-lens leaf type, 16 sec. to 1/500 sec. in one-step increments plus T, B, and A (for use with optional AE meter finders).
Viewfinder: interchangeable.
Viewing screen: interchangeable, matte screen standard.
Flash: X-synchronization for all speeds up to 1/500 sec., TTL auto-flash control from film plane with GS-1 Speedlight and Speed Grip.
Battery check: steady illumination or flickering of shutter speed display in viewfinder with partial depression of the release button.
Battery: single 6V silver-oxide or alkaline.
Dimensions: 4.2" (W), 4.56" (H), 7.74" (L), with standard Lens, 120 Film Back and Waist-Level Finder.
Weight: 4.03 lbs. with above equipment without battery.
Accessory lenses: 50mm f/4.5, 65mm f/4, 110 f/4 Macro, 150mm f/4, 200mm f/4.5, 250mm f/5.6, 500mm f/8, 1.4X and 2X Tele-Converters.

The GS-1 shown in this booklet is equipped with AE Prism Finder, Speed Grip and 100mm f/3.5 Zenzanon-PG Lens.

ACCESSORIES

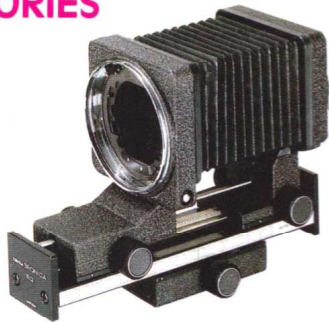
INTERCHANGEABLE FILM BACKS



All Bronica cameras accept a wide variety of exclusive Backs that let you change film types and formats in mid-roll. They are especially useful when working with Polaroid® Films or Zone System techniques. All 120 and 220 Film Backs accept interchangeable inserts for extended flexibility.

CLOSE-UP ACCESSORIES

Bronica offers both Automatic Extension Tubes and Bellows that retain all camera-lens functions, such as TTL metering and automatic aperture control. Accessory should be selected according to reproduction ratio desired.



PROFESSIONAL LENS HOOD



The ultimate in flare suppression. Adjustable for most focal lengths, it offers a slot that accepts most 3" square filters. Mattes may also be attached to the front for special effects. Standard individual lens hoods also available.

SPEED GRIPS

These unique grips let you handle your Bronica like a 35! They have a thumb winder that advances the film and cocks the shutter. The shutter release button is in the front so you don't have to move your hand to touch it. They also incorporate a hot shoe for small flash units. Available for all models except the SQ-Am.



MOTOR DRIVE E FOR ETRS ONLY

Works at speeds up to one frame per second at the fastest shutter speed, and can be operated from a distance with an optional electronic cable release. Features built-in grip and shutter release; uses eight AA alkaline batteries. Excellent for action photography or remote camera applications.



VIEWFINDERS

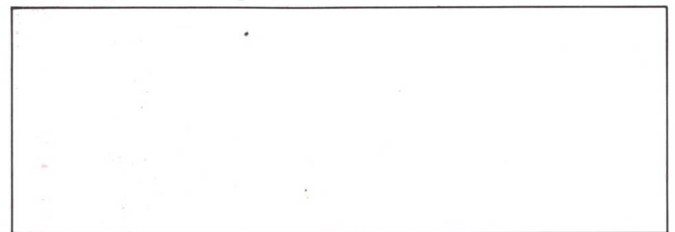
Bronica offers a wide selection for all models, ranging from simple Waist-Level Finders to sophisticated AE Prism Finders that provide fully automatic aperture-priority TTL exposure systems. They include the unique Rotary Finder for the ETRS and GS-1, and the ME Finder with coupled manual LED exposure indicators and extended shutter flexibility for the SQ-A/Am cameras. All Bronica models have interchangeable viewing screens.



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Specifications and standard equipment subject to change without notice.