

## THE PROFESSIONALS POINT OF VIEW

**SIMON WARD — PROFESSIONAL  
PHOTOGRAPHER**

Whilst free-falling from 12,000 feet with crack army team 85, Simon takes his photographs. As he explains, he has some rather unusual reasons for making the Bronica SQ-AM his choice of camera.

"Weight is of utmost importance. A skydiver decelerates from 120 mph to almost zero in about a second. I carry my cameras on my head, so you'll understand why I even take out the batteries and use the Bronica remote power pack in a pocket of my jumpsuit."

"Reliability is another thing. In freefall I have plenty to concentrate on, the last thing I need to worry about is the camera. Adjustments are just not possible at that speed. Even the shutter is fired with a tongue-operated microswitch."



"Another great feature of the Bronica SQ-AM is the ability to sync flash at 1/500th second for fill-in light. Although it's usually very bright at high altitudes, normally only the top of the subject is lit, so a fill-in flash helps balance the light on the faces."

"If you're serious about your photography and are considering a medium format camera, I strongly advise you to investigate the Bronica range. I jumped at the chance!"

## Lenza BRONICA MULTI FORMAT CAMERA SYSTEMS

### ETRS 6×4.5cm

The Bronica ETR-S is the baby of the range and its compact size enables simple and easy handling for amateur or professional. Its 6×4.5cm format is 2.7 times larger than 35mm and provides the photographer with high definition, finer grain enlargements and easier photograph composition.

The system offers a choice of 5 interchangeable backs including 6×4.5cm, and polaroid. Add to this the choice of 8 superb lenses, 5 viewfinders and many other accessories and you have one of the most versatile cameras on the market.

### SQA/M 6×6cm

The Bronica SQA system is probably the most popular of the roll film medium format cameras, with its professional size format of 6×6cms. A format which is not only 3.6 times larger than 35mm but will also enable photographic composition to come to life with its superb definition and image quality.

There is a choice of 7 interchangeable backs including 6×6cm, 6×4.5cm, and polaroid coupled with a full range of lenses, viewfinders and other accessories.

### GS-1 6×7cm

With a format size of 6×7cms the GS-1 can perhaps be labelled as the most creative roll film camera on the market. It offers the professional just a little extra to create and capture his wildest photographic visions.

A wide choice of 8 film backs are available as well as a polaroid back, a full compliment of lenses and many other interchangeable accessories.

**BRONICA (UK) LTD  
PRIORS WAY, MAIDENHEAD, BERKS.**

## Lenza BRONICA POINTS OF VIEW



**EXTRACTS FROM INDEPENDENT  
MAGAZINE TEST REPORTS**

## ETRS, SQA AND GS1 SYSTEMS

# BRONICA ETRS

6x4.5 MULTI FORMAT SINGLE LENS REFLEX CAMERA

"The Bronica ETRS is a 6 x 4.5cm format camera that has been introducing countless 35mm photographers to the delights of large format shooting over the past few years. It is inexpensive, compact and easy to use."

"Loading the ETRS with film is simple enough, and anyone who has loaded a roll film magazine before will have no difficulty."

"Professional cameras build a reputation on their accessory back-up as much as on their performance and reliability, and the ETRS is well supported in this respect."

CAMERA WEEKLY AUGUST 1984

"The Bronica has one of the brightest screens of any medium format camera - better in fact than many 35mm SLRs. Focusing is positive and goes to make the ETRS a joy to use even in subdued lighting conditions."

"As with any system a camera stands or falls on the quality of its lenses, and in this respect the Bronica is as steady as the Rock of Gibraltar, the samples we had for test turning in really impressive performances."

"For the demanding professional we would highly recommend the ETRS."

Zenzanon E 50mm F2.8	Poor	Fair	Average	Good	Very good	Excellent
Resolution (maximum aperture)				●		
Resolution (Optimum aperture)						F8
Resolution (minimum aperture)					●	
Image contrast					●	
Control of aberrations					●	
Control of flare					●	
Quality of finish						●
Handling					●	

CAMERA TEST 1982



"... any photographer wanting to take up weddings, portraiture or any other kind of money making assignment couldn't buy a better camera to work with; on both specification and value for money it is unbeatable."

"If you've been thinking about moving over to roll film this camera represents superb quality and value for money."

CAMERA CHOICE	QUALITY RATING	9/10
	VALUE FOR MONEY	9/10

CAMERA CHOICE DECEMBER 1982

Actor Graham Stark knows a few things about medium format cameras. Here are extracts from his findings when Amateur Photographer asked him to put an ETR-S to the test.

*I might as well start by talking about the optical equipment of the Bronica ETRS. Currently Bronica has 10 lenses to fit the camera and I am shooting with the basic three. Namely the 40mm, the 75mm and the 150mm.*

*The widest lens, the 40mm, is a lovely bit of glasswork which can give you the highest possible quality picture. Until I used this lens, I was a bit adverse to wide angle work, but possibly due to the fact that it suits the 6x4.5 format rather well, I'm totally converted. Using the 40 plus natural light, I got some marvellous shots without a trace of distortion and, even more important, the pictures had that certain luminosity that only top class lenses can give.*

*The standard lens, the 75mm, is another very nice lens to work with. Utilising the AE11 prism, plus the speed wind the 75mm seems to balance with the body very well. Equally as sharp as the 40mm, you can get good and close without causing problems. The f/2.8 aperture makes even the prism seem bright and I do like the positive bayonet lock of the lens into the body.*

*Now to what the purists might say I should have started with, the camera body. But there's method in Graham's madness, believe me. Like the Hassel, the Bronica is basically a camera box, which enables it to be fitted with all the accessories that a true camera outfit should have. Very nice wind-on, right of the body which, paradoxically, should be dispensed with at once, to be replaced with one of the best designed features to come out of almost any Japanese camera company, namely the speed grip, and if you think that's a bit over the top I can assure you that's my genuine belief.*

*To be honest, the Bronica ETRS, in use, is very hard to fault, and it has much to praise. The lenses are quite exceptional, and the camera gives you big format quality, yet handles like a 35. The ETRS, and its many accessories are remarkably cheap. If all this begins to sound like a commercial for the camera well, there's nothing I can do about that. I find it gives me pictures I want, and that's the true test of equipment.*

AMATEUR PHOTO NOVEMBER 1984

# BRONICA SQA-M

6x6

MULTI FORMAT  
SINGLE LENS  
REFLEX CAMERA

"It is ideal for the medium format user who sometimes pines for the 35mm format, as the back will save him carrying an extra camera. With this kind of versatility, Bronica have exploded the somewhat stodgy image of medium format and the SQ cameras are now a force to be reckoned with."

**AMATEUR PHOTOGRAPHER MARCH 1983**

"A distinctive feature is the hand-grip on the right hand side of the body. It hasn't just been designed to look impressive, it also aids handling."

"The controls are well set out and quickly become familiar thereby aiding speedy operation."

**CAMERA WEEKLY NOVEMBER 1983**

"Overall the SQ-AM is remarkably quick and easy to handle, particularly with the AE finder. Informal snapshot type portraits of excellent quality are easily obtained showing how well the camera performed. Top marks."

"Both the 80mm and the 150mm lenses we looked at were very nicely finished. They form a firm but smooth fit with the camera body without any trace of slack, and were easy and swift to interchange."

"The SQ-AM with its larger format, its leaf shutter and its motor facility, should win the day."  
**PRACTICAL PHOTOGRAPHY JANUARY 1983**

"We come to the most important part of any camera – the lenses. These are the make or break of any system... Construction and finish on these lenses is second to none."

**CAMERA TEST 1982**



"Shutter performance is excellent... more consistent and more accurate than even some 35mm electronic SLRs. Full marks here."

"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 NOVEMBER 1982**

"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."

**DON MORLEY CAMERA MAGAZINE**

## VICTOR BLACKMAN

*The Bronica SQ 6x6 a rival to the expensive Hasselblad? No way. Class will tell, etc, etc. That's what I — and many others — thought. Then Bronica issued a daring challenge.*

*"Use one of our outfits", it told me, "and if you don't think results are at least as good as from one of those Hassels you've always raved about — plus having features lacking in the old Swede — then say so. Loudly. We won't complain." Two days later, I was putting a Bronica SQ-Å outfit through one of my tough user-tests. But, before using it on an assignment, I gave it stringent bench-testing.*

*Enlarging both the centre and extreme edges of the negs to the equivalent of 30in square. Stunning sharpness and contrast, even at the extreme edges.*

*So, I'm happy to admit I was wrong in the past to reckon that, for the ultimate in medium-format quality, the old Swedish giant couldn't be equalled. Not only does the Bronica SQ deliver quality every bit as good, but it has some additional excellent and unique features.*

*Take the AE Prism Finder, which gives eye-level viewing and focusing as conveniently as with a 35mm SLR.*

*Bronica's eye-level finder has a much brighter image than Hasselblad's. But it's not just a finder. Flick a switch and you can choose either automatic exposure or manual setting with metering read-out in the finder. It's an excellent feature, though I should like the read-out to be brighter and more easily seen in sunlight. A useful addition would also be a flashshoe on top of the prism.*

*Last year, I claimed I could wind and shoot with a conventional Hasselblad winding crank as fast as someone using a Bronica Speed Grip. And I could.*

*However, shooting that rapidly with a Hassel assumes you don't need to change focus. For that, you would need a third hand!*

*An advantage of the Speed Grip is that it allows rapid winding and shooting but leaves the left hand free for focusing. This is a big help on a bustling press job. Which brings us to the Bronica's baptism of fire.*

*Overall conclusions at this stage? An outstanding camera at a most reasonable price. Unreservedly recommended.*

**AMATEUR PHOTOGRAPHER 13 JULY 1985**

# BRONICA GS1

6x7

**MULTI FORMAT  
SINGLE LENS  
REFLEX CAMERA**

"The GS-1 provides all the advantages of an advanced system-orientated SLR. Versatility is its chief attraction – practically everything about the body is interchangeable – lenses, backs, finders and screens. Add to this the back-up of useful accessories that are in the offing, that will enable the camera to be used for copying, macro

## LENS PERFORMANCE

ZENZANON-PG 100mm	Poor	Fair	Average	Good	Very good	Excellent
Overall performance					•	
Central definition						•
Edge definition					•	
Image contrast					•	
Optical balance					•	
Notes: Best central definition f/5.6 Best overall definition f/5.6 Best edge definition f/5.6						

## AP RATINGS (MAX 5\*)

<b>SPECIFICATION</b>	Rating based on camera with AE finder	****
<b>PERFORMANCE</b>	A very good performer in all respects	*****
<b>OVERALL RATING</b>	Excellent performance and a very versatile camera	****

photography, studio work with dedicated flash and Polaroid previews, and you can realise the full potential of the system."

## CAMERA CHOICE RATINGS

	BRONICA GS-1	HASSELBLAD 500 c/m	HAMIYA RZ67
<b>QUALITY</b>	9/10	10/10	9/10
<b>VALUE FOR MONEY</b>	9/10	8/10	7/10



"The leaf shutter provides the ideal flash synchronisation, particularly for fill-in shots requiring slow speeds and action photography with the opposite requirements of fast speeds."

**AMATEUR PHOTOGRAPHER JULY 1983**

"On test... The GS-1 with 100mm standard lens demonstrated a very high level of performance indeed in shutter and exposure trials.

"What advantages it significantly has over other 6x7 cameras is its combination of fast handling plus versatility in interchangeable magazines. Its AE finder makes for very rapid and easy exposure control... Bronica has so brilliantly juggled and balanced the GS-1's

features that you'll be holding a camera whose combination of handling virtues and feature laden versatility just can't be bettered for the lovely 6x7 format."

**CAMERA SEPTEMBER 1983**

"Medium format means quality – and the new Bronica GS-1 has plenty to offer."

"The standard 100mm f3.5 lens is a beauty. Optically it delivers more detail than any 120 film is going to record and is as good as any medium format lens we've come across. It handles well too, focusing down to 75cm, and stopping down to f22 in half stop indents. It is marked with good depth of field information and an infrared index, comes fitted with a depth of field preview... and has an accurate shutter. We could wish for no more."

"It performs well, it's supremely versatile and has to be one of the finest medium format cameras around."

**CAMERA WEEKLY FEBRUARY 1984**

In general we were very well pleased with the performance and handling of our test Bronica GS-1 and can recommend it to professionals and advanced amateurs seeking a flexible, well thought out, medium format SLR system.

Another feature bound to appeal to pros is the GS-1's format flexibility. With appropriate backs and a choice of 7 viewing screens you can literally match the format to suit the subject or assignment. As befits a camera in its rather exalted price range, the GS-1 is solidly constructed, well finished, and (within the necessarily limited parameters of our 6-month test procedure) rugged and dependable.

**MODERN PHOTOGRAPHY APRIL 1985**