

# ZENZA BRONICA SQ

*The Newest Bronica!*  
*The Ultimate 6×6!*

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# Ultimate 6x6

## Compact and lightweight the Medium Format SLR

### A return to "Basics" in the 6 × 6 Format — with Manual "Creative" Control.

In this age of AE cameras, the new Zenza Bronica SQ is a novelty because it has been specifically developed for professional photographers, as well as advanced amateurs, who fully recognize the need for returning once more to the "basics" as a means for giving full expression to their creative ability. Complete exposure automation, by giving priority to picture-taking ease, also exposes the photographer to the danger of losing his subjectivity and thus dulling his creative edge. Since the 6 × 6 format single lens reflex camera is based on the requirements of the professional photographer, first and foremost, it was considered of prime importance to give the photographer complete freedom of expression, in the use of Bronica SQ, so that creative inspiration would not be stifled. In other words, since the professional is only interested in getting results—highly individualistic photo images, based on superior photographic techniques, the camera should only be considered a mechanism for showing the image in its true form (through the finder) and supplying all the required information for taking the picture (such as aperture, focused distance, etc.), which means that the manually controlled camera is the logical tool for the professional, because the photographer can determine quite subjectively how to use the available information, without being forced into using the camera's decision.



### Compact and Lightweight — the "Ultimate" in the Medium Format.

An extensive study of ergonomics in the handling of the medium format single lens reflex has resulted in the development of a very compact box-like design, which is only 92mm wide by 109mm high by 179mm long, with the standard 80mm lens and optional Waist-Level Finder S, and, furthermore, only weighs 1,500 grams. Considering its large negative size of 55.6mm by 55.6mm, the Bronica SQ must be considered the "ultimate" in compactness and lightness in the medium format range. In fact, previous concepts of the 6 × 6 format single lens reflex as being large and heavy have been toppled with the birth of the new Bronica SQ which provides the professional with a mechanism permitting camera-work the equal of the 35mm single

lens reflex. In addition to fitting into the palm of the hand, the Bronica SQ has been designed for very easy holding and, consequently, very easy handling. Among its many features, the SQ has a very novel diamond-ribbed rubber padding along the lower body, on both sides, which greatly improves holding for the professional who must handle the camera when following fast-breaking actions, too.



### The "Ultimate" Sharpness — as only Possible with a Larger Format.

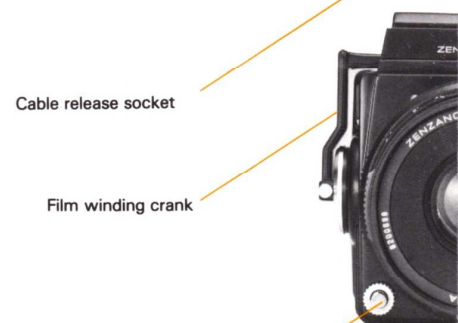
One of the chief attractions of the 6 × 6 format is a negative size which is 3.5 times as large as that of the 35mm format, thus making it far superior overall in picture sharpness, graininess and color reproduction. This superiority, of course, becomes evident at once when the negative is, say, enlarged to the 18 × 22 in. paper size, in which case the 6 × 6 format is only enlarged about 10 times compared to the 15.5X magnification required for the smaller 35mm format. And, since this difference in magnification largely controls the final color graduation, contrast and overall image quality, as well as ultimate sharpness and detail, it can be seen that the Bronica SQ basically embodies conditions for producing wonderful color prints because of its 6 × 6 format size. And, furthermore, the 6 × 6 square format also means that many wonderful prints can be made from one negative frame, by simply trimming the shot in many different ways. Or, conversely, the square format also means that the photographer doesn't have to keep changing from the vertical to the horizontal format and thus lose an opportunity for taking the shot of a lifetime, since the change in format can be made after the picture is developed.



Depth of field  
preview lever

Lens release  
button

Shutter speed dial



Cable release socket

Film winding crank

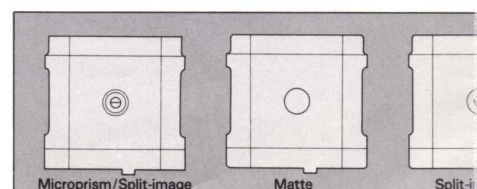


Shutter release button

Exposure counter

Manual film winder

### Interchangeable Focusing Screens — to Match Picture-Taking Conditions.



Microprism/Split-image

Matte

Split-image

# ht— R for the Professional.

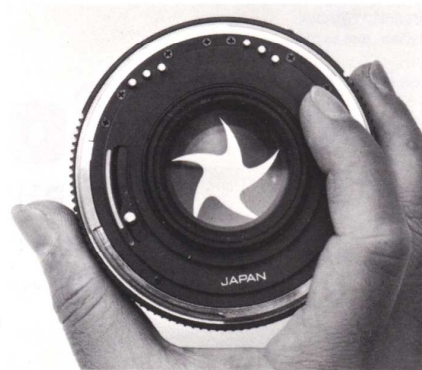
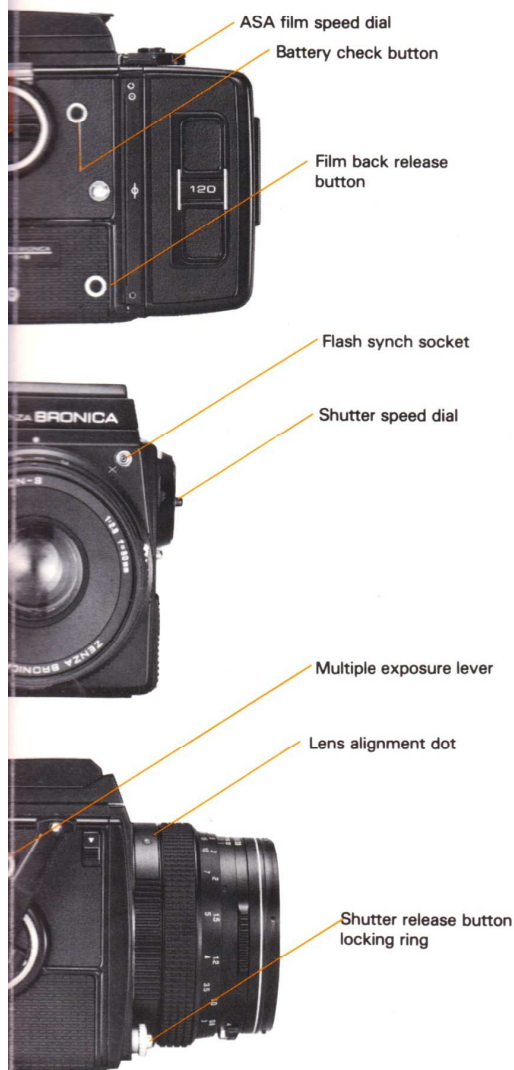


## The "Ultimate" in Flash Syncing — up to the Fastest 1/500 Second Shutter Speed.

The Bronica SQ is based on the electronic-control lens shutter system, in an exclusive system developed by Zenza Bronica for providing professionals with a highly accurate shutter control system in which the leaf shutter is incorporated in each lens and the electronic control circuit is built into the camera body, with automatic coupling upon attachment of the lens. The leaf shutter incorporated in the Zenzanon-S lenses is fully opened at even the fastest 1/500 second shutter speed setting, which means that flash synchronization is possible at all shutter speeds that there is no image distortion even when taking fast-moving subjects. Full flash synchronization, up to 1/500 second, also means that the electronic flash becomes a very important tool for portraiture work outdoors, when flash fill-in is required with the daylight illumination, as well as indoors in the studio, when working with a constantly moving model. In other words, in the case of the Bronica SQ, electronic flash is not only useful for supplying artificial illumination when there isn't enough natural lighting but it becomes a valuable tool for increasing the creative scope of the photographer, by providing fill-in flash in daylight and thus creating lighting for bringing out the required mood of the picture, with a consequent increase in the creativity of the 6 × 6 format.

## Film Back Interchanging — with Auto-Coupling ASA Film Speed Dial.

As befits a camera designed for professional use, the Bronica SQ also has full film back interchangeability, which is one of the many unique features which have been developed at Zenza Bronica in its 20 years history of producing medium format single lens reflexes for the professional photographer. Thus, the film back can be interchanged quite freely, even while taking pictures and in daylight. And, of course, this means that films — black-and-white, color, Polaroid, and others — can be exchanged freely, too, even in mid-roll, and also in daylight. And, for added convenience, the film backs have individual ASA film speed dials which automatically couple waist-level type CdS MF Finder S or eye-level type CdS MM Finder S circuits, with attachment of film back, thus eliminating mistakes even in the rush of changing films.



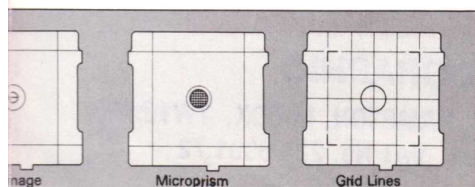
## Interchangeable Finders — with Match-LED CdS Metering.

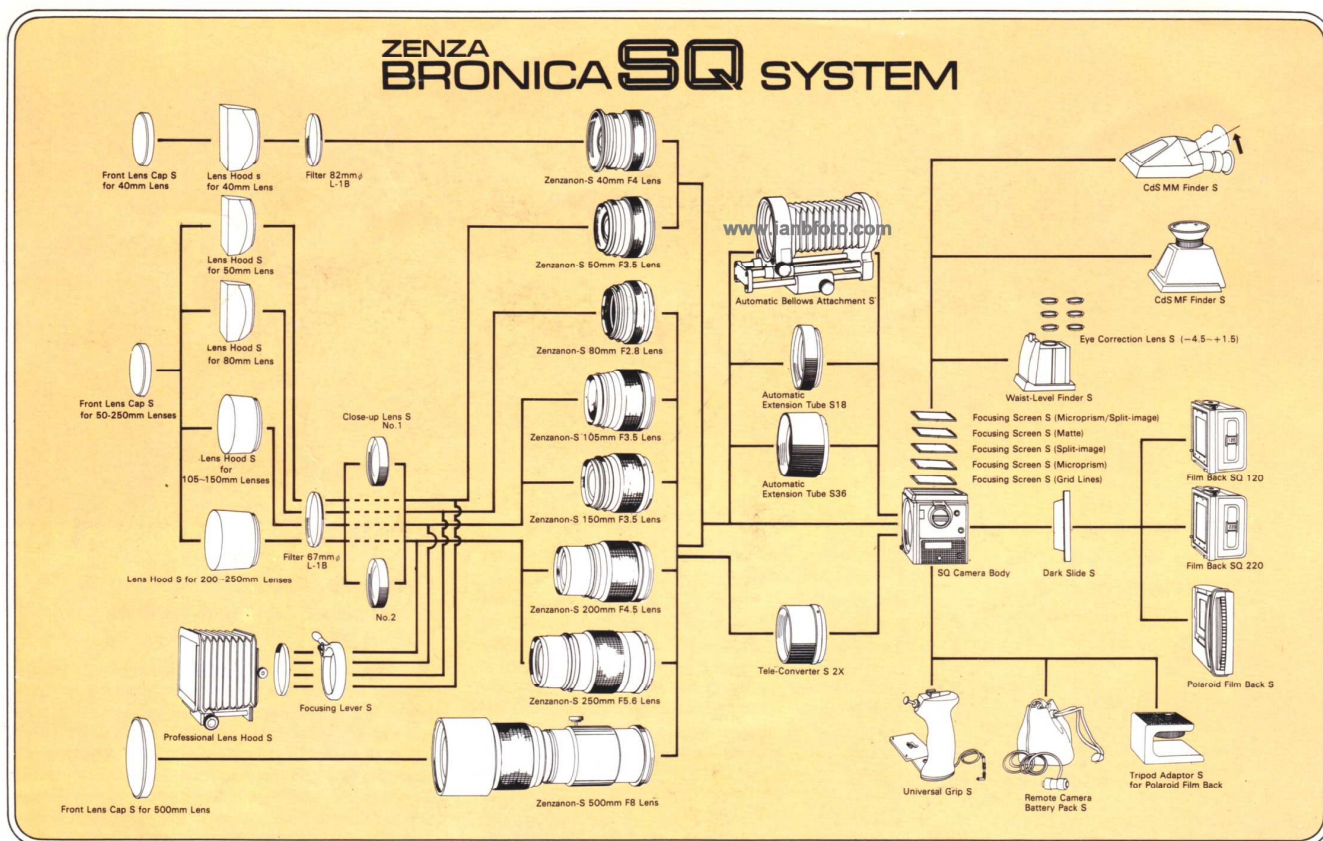
The Bronica SQ also has complete interchangeability of the finder, as befits a single lens reflex designed for professional use, and includes two finders with built-in CdS metering systems for match-LED exposure control, as well as a Waist-Level Finder S. The CdS MF Finder S and CdS MM Finder S have exclusive shutter speed dials, with shutter speed settings from 8 seconds to 1/500 second, for cross-coupled exposure control with both aperture and shutter speed and with color-coded LED display indicating exposure conditions. And, the CdS MF Finder S and the CdS MM Finder S have an adjustable eyepiece, for providing corrections from -4 to +2 diopters. The eyepiece of CdS MM Finder S can be moved from eye-level to diagonal view-focusing.

## Interchangeable Lenses — from 40mm Wide to 500mm Telephoto.

The new Zenzanon-S lenses for the professional class Bronica SQ are symbolized with an orange-colored "Line of Distinction" for immediate, positive recognition and are noted for their great resolving power, superior image quality and great range of depiction. The natural color reproduction and superb color balance obtained by using the Zenzanon-S lenses are widely acclaimed by professional photographers who have used these lenses. Lens detachment and attachment is very easy but accurate, with the lens being removed by simply depressing a lens release button on the camera body and rotating the lens and the lens attached by simply rotating until it is locked into place, thus making speedy lens exchanges possible, at all times.

Focusing screens are easily exchanged to match picture-taking conditions of the professional photographer.





## SPECIFICATIONS OF THE ZENZA BRONICA SQ

Type:	6cm x 6cm (2 1/4" x 2 1/4") format lens shutter type SLR camera, with interchangeable lens, film back, finder and focusing screen.
Film Type:	120 roll film (12 exposures); 220 roll film (24 exposures); Polaroid films.
Frame Size:	55.6mm x 55.6mm.
Lens Mount:	Exclusive 4 claw Bronica SQ Bayonet Mount.
Standard Lens:	Zenzanon-S 80mm F2.8; 6 elements in 4 groups; Multi-Layer Coated; Angle of View 51°; Minimum focusing distance 0.8m (2.6 ft); Filter size 67mm φ. Electronic control SEIKO # 0 between lens leaf shutter; 8 sec. — 1/500 sec. plus T (Time exposure); Without battery, functions at 1/500 sec. regardless dial setting. X-setting (up to 1/500 sec.).
Shutter:	
Flash Synchronization:	
Multiple-Exposure:	Multiple exposure possible with lever on camera body.
Viewfinder	
Waist-Level Finder S:	Collapsible type with flip-up interchangeable magnifier; Magnification x 1.15 (w/80mm lens at ∞); Finder field 94% of actual picture area.
CdS MF Finder S:	Magnifying Hood Type Meter Finder; Magnification x 1 (w/80mm lens at ∞).
CdS MM Finder S:	Multi-Mirror Type Meter Finder; Magnification x 0.74 (w/80mm lens at ∞).

* Common features for both Meter Finders	
Finder field:	94% of actual picture area.
Measurement:	Average reading full aperture measurement.
Shutter Speed Dial:	8 sec. — 1/500 sec. (w/half-clicks); Override Type.
Finder Display:	Three (3) LED Marks of Over-, Correct- & Under-Exposure.
Display Switch:	Display stays on 30 sec. once switch is depressed, and turns off automatically.
Battery:	* * *
Dimensions & Weight:	Single 6-volt Alkaline or Silver-Oxide battery. 92mm (W) x 109mm (H) x 179mm (L), 1,500 grams. (with 80mm lens and Waist-Level Finder S).

The specifications are subject to change with or without prior notice.

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