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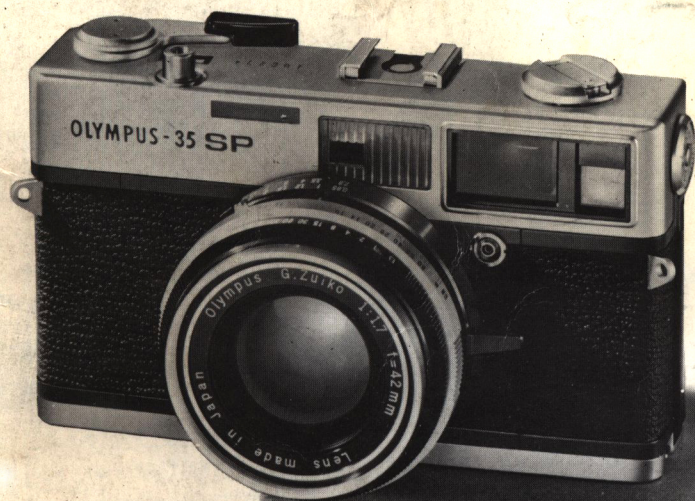
REPAIRS - EVERYTHING PHOTOGRAPHIC

101/103 DALE STREET

051-236 5284 LIVERPOOL, L2 2JD

OLYMPUS 35 SP

WORLD'S FIRST 35mm CAMERA WITH AUTOMATIC BACKLIGHT CONTROL



Sales Manual

OLYMPUS

MOORE & CO. (L'pool) LTD.

REPAIRS - EVERYTHING PHOTOGRAPHIC

101/103 DALE STREET
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**Highlight, Low light,
Back light, Reflected light.
New Olympus 35SP
'Sees' it as it is**

Remember the old rule about making sure the sun is behind you before you take a picture? Forget it. The new Olympus 35SP dual light metering system accurately measures the light whether it's in front or back.

That leaves you free to concentrate on the subject... which is what photography is all about.

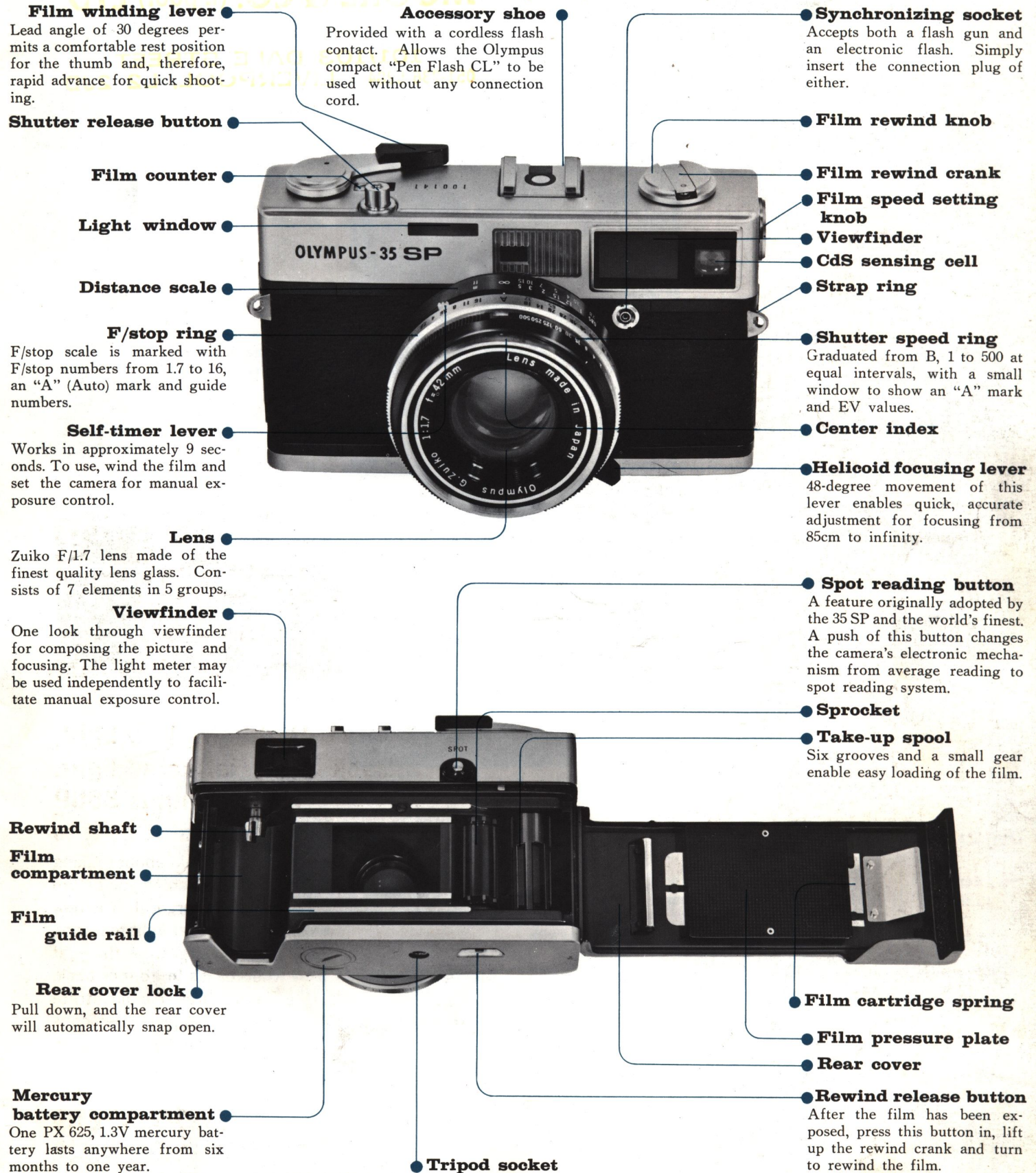


OLYMPUS

OLYMPUS OPTICAL CO. (Europa) GmbH.
2 Hamburg 1, Steindamm 105, Germany Phone: 24-33-58/59
OLYMPUS OPTICAL CO., LTD. TOKYO, JAPAN

CHECK THESE FEATURES!

The OLYMPUS-35 SP is compact, with all the advanced features you would expect in a fine camera, plus a few more.



The 35 SP camera can be used in 4 ways:

automatic photography, manual photography, spot reading photography, flash photography.

This is where the 35 SP differs from other EE cameras



1
Load a roll of film
(*Be sure that a mercury battery is in the camera beforehand.)

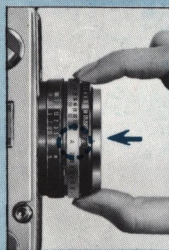


2
Set the film speed rating

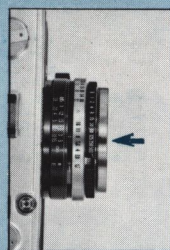


3
Wind the film

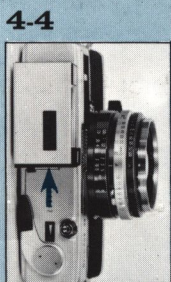
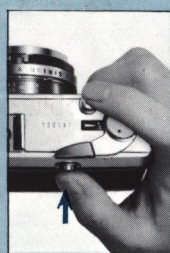
4-1
Automatic exposure control.



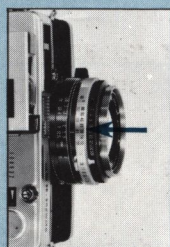
4-2
Manually adjust the exposure.



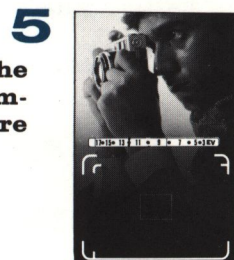
4-3
Both spot and average light measurements are possible.



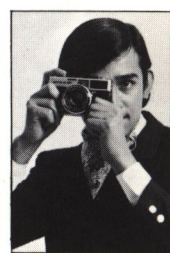
4-4
For flash photography, simply mount a Pen Flash CL.



Set the guide number. The correct lens opening is automatically set for the distance selected.



5
Look through the Viewfinder, compose the picture and focus



6
Hold the camera steady and press the shutter release button



7
When the entire roll of film is used up, rewind it

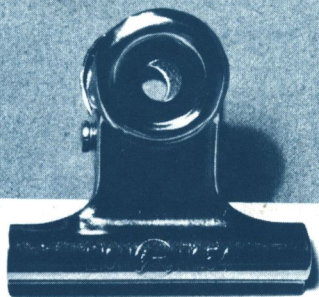
Specification

Format :	24×36mm (35mm roll film).
Lens :	G. Zuiko F/1.7 42mm, 7 elements in 5 groups.
Shutter :	Seiko programmed EE (electric eye) with built-in flash-manual mechanism.
Exposure control :	(Auto) EV5.5-EV17 (ASA 100) with shutter lock-up; 1/15-1/250 sec. (F1.7-F22). (Manual) BV3-BV17; Bulb, 1-1/500, full shutter speed range. F/stop scale F1.7-16; built-in self-timer (9 sec.) X-synchro. with hot shoe.
Guide number range :	10-80(in meter); 32-260(in feet), flashmatic.
Viewfinder :	Rangefinder 0.7x with bright frame and parallax correction marks; EV value indicator.
Loading :	EL system (easy loading procedure).
Film speed scale :	ASA 25-800/DIN 15-30.

Film advance :	Lever type single stroke advancing, preliminary lead angle 30°; advancing stroke angle 120°; self-cocking; double exposure prevention.
Film counter :	Exposures counting type; self-resetting.
Film rewinding :	Crank system, rewind button setting.
Focusing :	Superimposed double image system; single-lens geared rangefinder; direct advancing helicoid system; distance scale 0.85m (2.8ft)-infinity (∞).
Exposure adjustment :	Extra-sensitive CdS on the camera body, dual meter system for average and spot readings.
Sensing cell :	Single cell with mercury battery PX625, 1.3V or equivalent. Angle of acceptance of average reading; 20°. Angle of spot reading; 6°.
Rear cover operation :	Hinge type.
Accessory shoe :	Cordless flash contact.
Filter :	49mm screw-in type.
Size & weight :	129 (width) × 76 (height) × 61 (depth) mm; 600 grams, 5 1/8 × 3 × 2 3/8 inch, in. 21 oz.

YES or NO

Check the capabilities of a certain camera on the check list below



CHECK LIST

- | | | |
|---|-----|----|
| 1. Is it compact and portable? | YES | NO |
| 2. Does it use a very bright, fast lens? | YES | NO |
| 3. Does it offer a trouble-free automatic exposure system? | YES | NO |
| 4. Does the shutter release button lock automatically under very dark conditions? | YES | NO |
| 5. Does it take a clear picture even in a backlight situation? | YES | NO |
| 6. Can the F/stop and shutter speed manually be selected? | YES | NO |
| 7. Can the light meter be used independently? | YES | NO |
| 8. Can you take a flash photograph easily? | YES | NO |
| 9. Does it offer a self-timer? | YES | NO |
| 10. Is film loading easy? | YES | NO |

If you own an OLYMPUS-35 SP, the answers are all

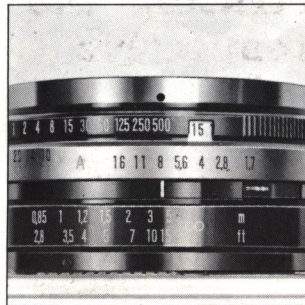
yes

SALES POINTS



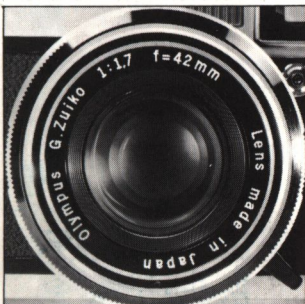
1 Popular compact size

The 35 SP is the lightest, most compact 35mm camera among the cameras with a fast lens such as F1.7 lens.



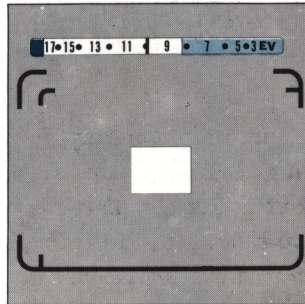
6 Manual exposure setting system

If desired, the automatic exposure system can be released and the F/stop and shutter speed is manually selected to suit your taste and needs.



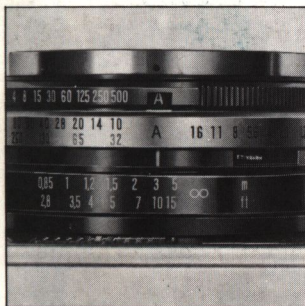
2 Bright F 1.7, f = 42mm high-resolution Zuiko lens

The fast F1.7 Zuiko lens ensures clear pictures even in a dark room.



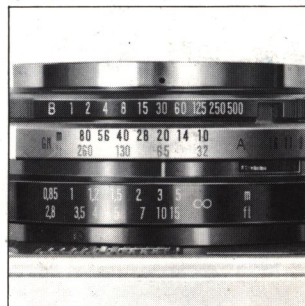
7 Exposure indicator inside the viewfinder

Using a scale of EV values, the light meter indicates whether the exposure is correct or not. Push the SPOT button in, and the meter will function as a spot light meter.



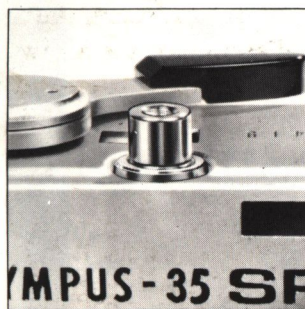
3 Completely programmed EE system

Simply align the "A" marks of the shutter speed and F/stop rings with the center index, and the camera automatically calculates the light for correct exposure. No need to worry about over- or under-exposure.



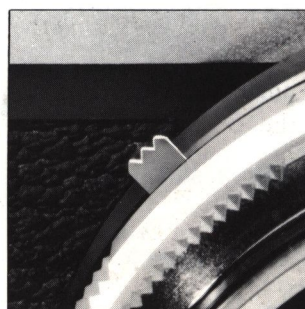
8 Flashmatic system

Just load the flash gun or electronic flash and set the proper guide number on the camera. The flashmatic system automatically select the proper lens opening according to the subject distance.



4 Automatic shutter release lock mechanism

If the light is too dim for the automatic exposure system to measure, the shutter release automatically locks and prevents you from taking under-exposed pictures. It eliminates wasting film.



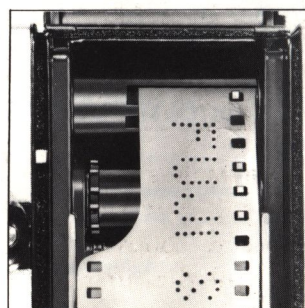
9 Convenient built-in self-timer

Works in 9 seconds. Use it for manual photography. Eliminates the need to ask somebody to push the shutter release button for you.



5 Automatic backlight control

Keep the automatic exposure system in play and press the shutter release button while keeping the SPOT button pressed in. A perfect exposure is the inevitable result.

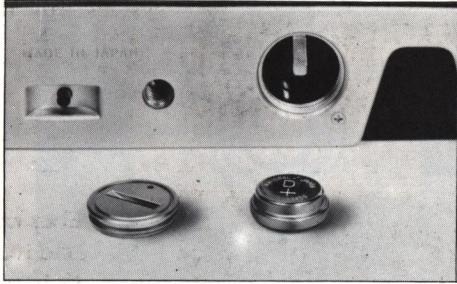


10 Easy film loading system

Simply insert the film end into any of the six grooves on the take-up spool, then advance the film so that the perforations engage the sprocket gear.

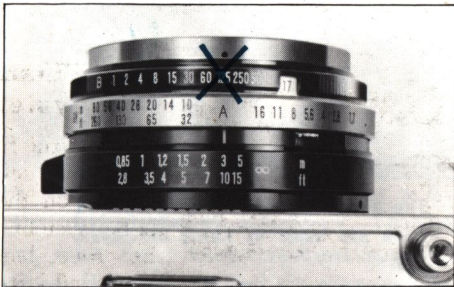
■ When demonstrating the 35 SP to a prospective customer :

1



Operate the camera only after a mercury battery is correctly placed (the + mark facing outside). Should you have to demonstrate it without a mercury battery, turn the "A" mark of the F/stop ring away from the center index; otherwise, the shutter cannot be released.

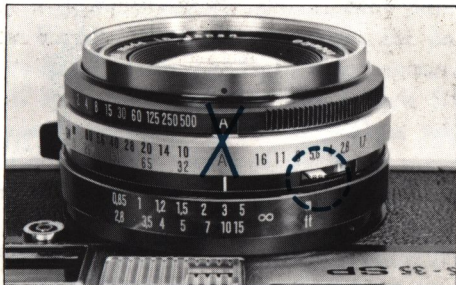
2



For automatic exposure control, be sure that the "A" marks of both the shutter speed ring and F/stop ring are in line with the center index.

Automatic exposure control will not be possible if the "A" mark of either ring is off the center index.

3

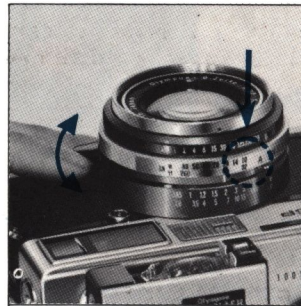


The built-in self-timer cannot be set unless the film has been advanced first. Neither will it work with the camera set for automatic exposure control. To set the self-timer, therefore, advance the film first and manually adjust for the right exposure.

■ How to use flash :

For taking pictures in a dark room or even during the day, where supplementary light is needed, suggest to the customer that he uses either a flash gun or an electronic flash.

The 35 SP offers a unique flashmatic system which automatically controls the exposure when a flash is used. All you have to do is turn the F/stop ring until the guide number of the flash used comes in line with the center index, and focus on the subject. The camera will automatically figure out the right exposure in relation to the distance.

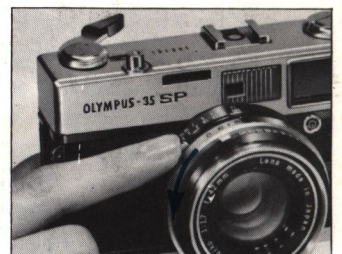


GN (m)	Distance Scale GN (ft)	Flashmatic area						
		5	3	2	1.5	1.2	1	0.85
10	32							
14	(45)							
20	65							
28	(90)							
40	130							
56	(180)							
80	260							

■ How to use the self-timer :

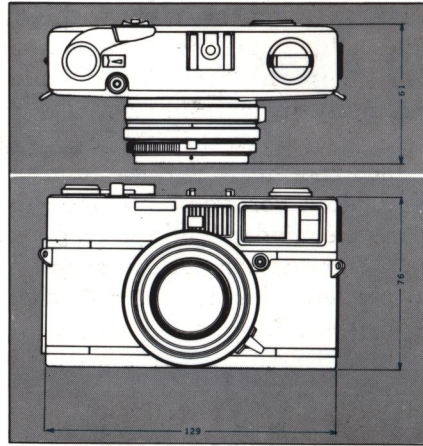
The 35 SP comes with a built-in self-timer to double your photographic enjoyment.

To set the self-timer, cock the shutter by advancing the film, manually adjust for the right exposure, then move the self-timer lever in the direction of the arrow (see accompanying photograph) until it comes to a stop. Push the shutter release button, and the shutter will be released in about 9 seconds.



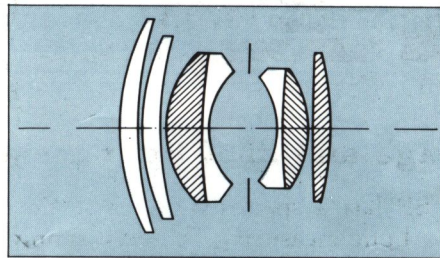
Following up the famous OLYMPUS Trip 35, the 35 SP is designed to meet the increasing demand for compact 35mm cameras.

No other 35mm camera with a fast lens is so small. Compare the 35 SP with other 35mm cameras. You will find the 35 SP is 11mm narrower, up to 6mm shorter and up to 13mm thinner, weighing as much as up 230 grams (8 oz.) less. Small as it is, it still features a large variety of advanced mechanisms such as the new "spot/average reading system". The exterior of the camera—its functional design and modern look—tells you that here is a camera that has been built from the inside out with a careful attention to details. Everything you have ever wanted in a camera is right here ready to operate year after year without fault or annoying maintenance. OLYMPUS quality control guarantees it.



The famous Zuiko lens has earned a reputation for sharp resolution.

The life of a camera depends pretty much on its lens, and the Zuiko lenses are among the finest in the world. Photo enthusiasts of every rank and calibre have put their trust in this lens. The G Zuiko F 1.7, $f=42\text{mm}$ lens mounted on the 35 SP consists of 7 elements in 5 groups. With its wide angle view of 54 degrees and great depth of field, it is very easy-to-use for all-around photography. For example, with the focusing ring set at 3 m (10 ft) and F/stop ring at 16, the lens brings any object located from 1.5 m (5 ft) to infinity into sharp focus. It's ideal for snapshots.



The elements covered with oblique lines are made of newly developed glass.

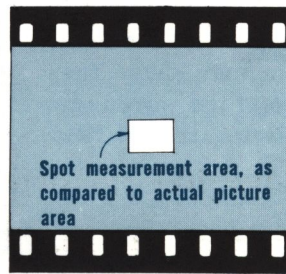
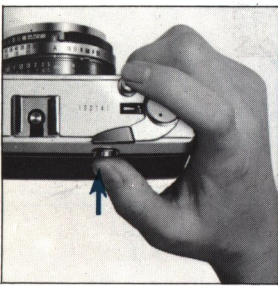
The EE camera provides accurate exposures in any situation.

With the introduction of the 35 SP, OLYMPUS has eliminated the commonly believed notion that it is impossible to take a good picture with an EE camera in a backlight situation. Set the camera as required, press the SPOT button on the rear of the camera and keep it pressed when pushing the shutter release button. The camera's automatic exposure system automatically changes from average light reading to spot light reading. So those difficult backlight situations, particularly at the beach or in the snow, are not difficult any more. The spot light system automatically compensates for the backlight and still gives you a perfect exposure.

The OLYMPUS 35 SP is the only EE camera with a spot reading system

Taking pictures with an EE camera in a backlight situation or where the subject and its surroundings differ extremely in brightness has, heretofore, stymied many a photographer and usually resulted in under- or over-exposed pictures. The mistake in this case was in failing to change the exposure to suit the unusual lighting. Now it is all done for you automatically. Simply look through the viewfinder, hold the vital part of the subject in the bright rectangular area in the center of the viewfinder where a double image coincides as you turn the focusing lever. Press the shutter release

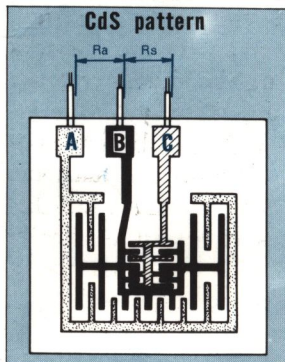
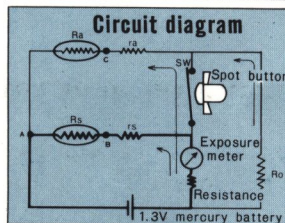
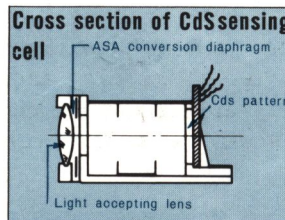
button while keeping the SPOT button depressed in. Delicate backlight will be fully and accurately exposed. Particularly convenient is the fact that the spot light measurement is made in the small rectangular area in the center where you bring the subject into focus. In other words, focusing and spot reading are performed simultaneously. With the spot reading system in operation, the light sensing angle of the lens is limited to 6 degrees and the brightness of the rectangular spot, measuring only 2.2% of the actual picture area, is accurately measured.



The average and spot light measuring switch-over system

The cell in the 35 SP has a specially designed CdS pattern. Previously, light measuring systems simply switched between the center and periphery of a CdS cell to measure the brightness of a subject. This was sufficient as far as spot light measurement was concerned. That method, however, failed to measure true average light, measuring only through the periphery of the cell and excluding the center.

In contrast, the 35 SP has overcome this shortcoming and measures the true average brightness of the subject including its center. This may be explained by use of accompanying diagrams. An image roughly identical to the subject is formed on the CdS pattern of the sensing cell, the brightness of its central part determining resistance R_s and that of its peripheral part deciding resistance R_a . For average light measurement, the SPOT button is not pressed, so that switch SW in the circuit diagram remains in contact. Thus both the R_s and R_a effect the deflection of the light meter, resulting in a measurement of the average brightness of both the central and peripheral parts of the subject. As the SPOT button is pressed, however, switch SW is turned off, with only the circuit described by a thick line and containing the R_s determining the swing of the light meter pointer. The R_s , as decided by the brightness of the periphery, has no chance of affecting the light meter.

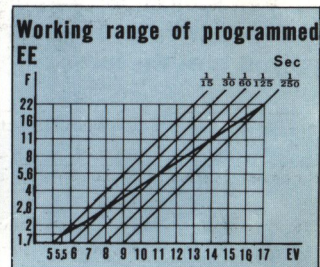
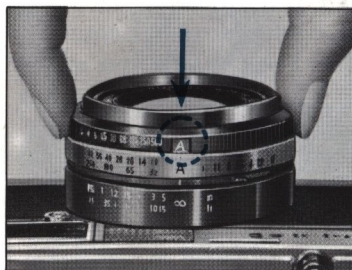


Error-free, completely programmed EE shutter

Exposure adjustment was always a troublesome part of picture taking and must have discouraged many people who otherwise might have enjoyed photography. Not so with the 35 SP. All you have to do is align both "A's" of the F/stop and shutter speed rings with the center index, and all else necessary to get the right exposure is calculated by the camera's completely programmed EE shutter mechanism.

If you're in a dark room, the F/stop will open wide and the shutter will work at a slow speed. If you're outdoors, the F/stop will be closed and the shutter will act at a fast speed. One caution here, however: Should the exposure indicator in the viewfinder, move into the right hand yellow zone, it is a warning that the shutter speed is going to be very slow (1/15 to 1/30 sec.) and, if you are not careful, you may shake the camera and take a blurry picture. Also, if the surroundings are too dark for adequate exposure, the shutter

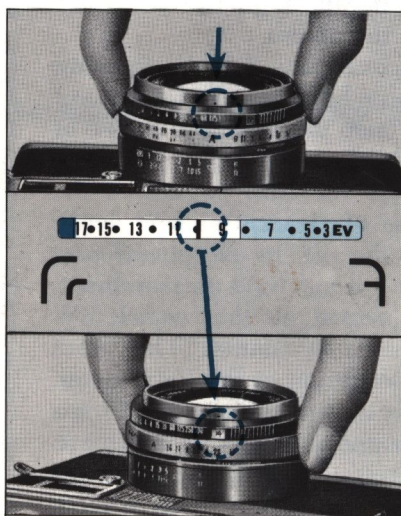
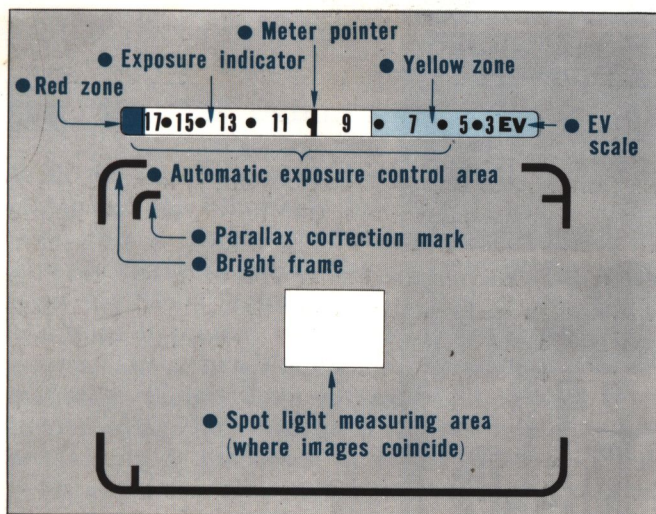
release button will be automatically locked and you won't be able to release the shutter. Should this happen, you must either switch to manual exposure or resort to flash photography. Flash photography is also easier with the 35 SP. Simply figure out the guide number and set the F/stop ring at that number, and the camera's flashmatic system will automatically determine the correct exposure in accordance with the distance to the subject.



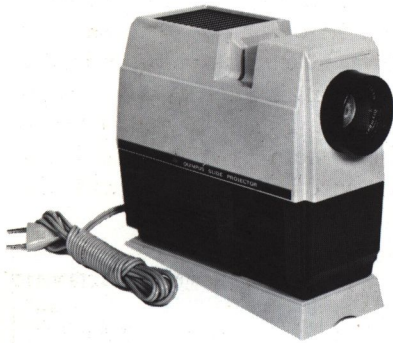
Manual operation for professional techniques

Completely automatic picture taking may be fun for most people, but you may be a more advanced photographic enthusiast who would like to explore special techniques. You'll want to select the shutter speed and F/stop by yourself. You can, with the 35 SP. Release the automatic system and simply set the camera as you wish. Even under manual operation, you can still check your exposure. The light meter inside

the viewfinder can be used separately for that purpose. Manual exposure control can of course be combined with the spot light measurement. Depress the SPOT button, and the light meter will function as a spot reading meter. Transmit the EV value indicated by this meter to the shutter speed ring. The 35 SP is a camera that gives you all the flexibility you need for any kind of photography.



■ Recommend the use of these exclusive accessories at the same time :



■ OLYMPUS SLIDE PROJECTOR

Suggest that picture taking will be greater fun if the resulting color slides are enlarged and shown on a screen by a projector. This newly introduced OLYMPUS Slide Projector is equipped with a bright F 2.8 lens and contains a self cooling fan that ensures cool running for many continuous hours to protect the valuable slides and protect stable pictures from over heating. It accepts all kinds of color slides mounted paper, metal or plastics. Also, it is very easy to operate.

Specification

Lens :	Olympus Projection Zuiko 65mm f2.8 (3 elements in 3 groups)
Condenser System :	3 elements in 3 groups (with heat absorbing lens in front)
Slide Formats :	Full frame, half frame, 35mm or 126 Instamatic type, mounted in standard 2×2 frames
Power Source :	100~115V; 220V; 230~240V AC

Projection Lamp :	100~115V, 220V or 240 : 100W CEM or equivalent
Slide Changing Method :	Manual operation
Cooling System :	High speed blower
Size :	215×90×172mm (8-1/2"×6-3/4"×3-1/2")
Weight :	1,250gr (2 lbs. 12 oz.)

■ Pen Flash CL

The world's smallest flash gun without a connection cord. To use, simply insert it into the accessory shoe at the top of the camera. Accepts both the AG-1 and AG-1B (for color photography) flash bulbs. See p. 5 for instructions on flash photography.

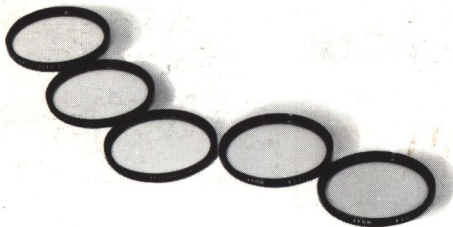


Hood (exclusive for 35 SP)

Obstructs undesirable rays of light outside the lens's view angle. Recommend that the customer use this when taking a picture in a backlight or semi backlight situation or for spot light measurement. Turned upside down, it can be made to cover the camera's lens barrel and carried in the camera case.



■ Filter



The 35 SP takes 49mm screw-in type filters. Filters, mounted over the lens, absorb unnecessary color elements of light and help the camera catch the subject in the same color as it appears to the eye. It can also be used to emphasize particular colors or correct the balance of colors on color film. Each filter has its own special effect, and you as the salesman should select for the customer the ones that best suit his picture taking needs.

Filter types and characteristics

UV :	Eliminates undesirable ultra-violet rays and gives clear pictures. Also usable constantly for lens protection. (For black-and-white film)
Y2 :	Accentuates contrasts, for example, by darkening a blue sky and bringing white clouds into relief, and produces three-dimensional effects. (For black-and-white film)
1A :	(skylight)—Like UV, eliminates stray ultra-violet rays and prevents pictures from assuming a bluish tone. Usable for lens protection.

For color film

81C :	(for cloudy weather)—Designed for color photography, prevents a bluish tone from entering pictures taken under cloudy or rainy weather.
82C :	(for morning and evening)—Designed for color photography, prevents a yellow-reddish tone from entering pictures taken during morning or evening hours when red rays abound.

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