

Pentax Auto 110

TYPE: 110 cartridge, eye-level, single-lens reflex camera.

LENS: 24mm f/2.8 Pentax-110 in interchangeable bayonet mount, apertures via two-bladed shutter behind-lens to f/13.5, focus to 13 $\frac{3}{4}$ in.

SHUTTER: Programmed, behind-lens, "vee-blade" shutter provides camera-selected auto-exposure speeds (from 1 sec. at f/2.8 to 1/750 sec. at f/13.5), auto-flash-sync speed of 1/30 sec. (at f/2.8).

VIEWING: Non-interchangeable eye-level pentaprism with quick-return mirror, central split-image focusing spot surrounded by matte field, full-focusing screen.

OTHER FEATURES: One 1.5-volt silver-oxide battery-powered silicon (SPD) cell in pentaprism housing provides center-weighted auto exposures at full aperture via combined shutter-speed/aperture program for films ASA 64-400, slow shutter-speed (below 1/30 sec.) warning diode in finder, sync terminal provides auto-flash with AF130P flash, accepts single-frame-advance Pentax 110 Winder.

PRICE: \$166 with 24mm f/2.8.

MANUFACTURER: Asahi Optical Co., Tokyo, Japan.

IMPORTER: Pentax Corp., Englewood, CO 80110.

PHYSICAL DIMENSIONS: 3 $\frac{7}{8}$ in. wide, 2 $\frac{3}{16}$ in. high, 1 $\frac{3}{4}$ in. deep.

WEIGHT: 6 $\frac{1}{2}$ oz.

The simple styling, sleek lines and minimal controls may fool you into thinking that this is either some kind of a toy, or a low-grade camera, but you couldn't be further from the truth. The Pentax 110 is a highly sophisticated, versatile instrument. The only 110 SLR with interchangeable lenses and motor winder, the Auto 110 is an expanding system. New lenses and accessories such as a smaller auto flash—the AF100P, keep adding to the system—new ways for picture taking with a system that can easily be broken down and stored in your pockets.

In specifications, the Auto 110 is impressive. A single silicon photo-diode cell inside the pentaprism housing provides a center-weighted auto-exposure reading which sets the shutter-speed/aperture program. When there's enough light for pictures above 1/30 sec. (meaning you can hand-hold the camera), a green diode lights up in the lower right corner of the viewfinder. If an exposure below 1/30 sec. is needed, a yellow diode lights. And that's all the exposure information you get—there is no manual control or exposure compensation.

The viewfinder provides a bright-to-the-corners, easily focusable image with a large, very good split-image rangefinder. The .75X life size magnification image shows some 87 percent of the 110 film area. Shutter noise, from leaf blades and mirror shutter, is low.

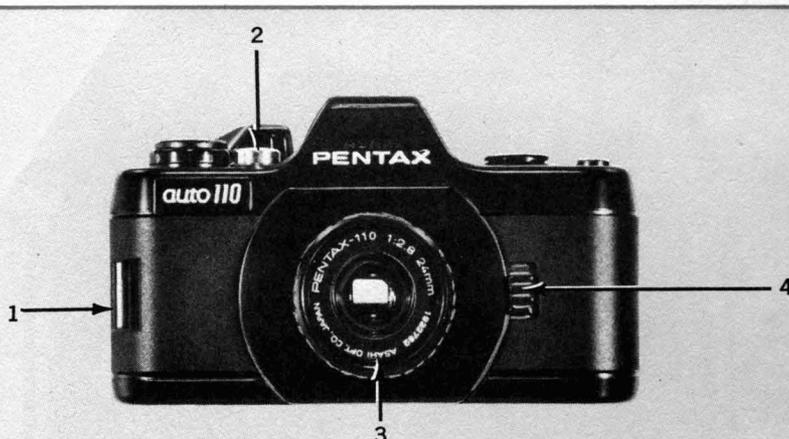
After you use the 145° stroke rapid-wind lever to reach the first exposure (seen through a transparent back panel), two strokes of the lever advances film and winds the shutter for the next exposure.

Slide a tiny but adequate lever near the lens mount and you can remove the normal lens with an 80° twist of the bayonet. At present there are four accessory lenses: an 18mm f/2.8 wide-angle, 50mm f/2.8 tele, 70mm f/2.8 tele and a 20-40mm f/2.8 zoom. Pentax has also made this camera available in several outfits, boxed with various accessories.

The Pentax 110 winder, only some 2 in. high, and 3 $\frac{15}{16}$ in. long, weighs only 4 oz. without its two AA cells. When switched on, it winds film and shutter very quietly after the touch of the camera's release button at a rate of about 1 shot per sec.

The other major accessory available; the dedicated AF130P Auto Flash which threads and locks onto a top socket of the Pentax Auto 110 providing 250 auto-exposures from 2.6 ft. to 15 ft. at 1/30 sec. with two alkaline energizer cell batteries. It's a bit large but weighs only 3.6 oz. The Auto 110 has a special X-sync; only Pentax AF flashes will work.

With the Pentax Auto 110, tyros have at last an SLR with which they can run, interchange lenses, and enjoy with no need to know anything about photography. But we, too, now have a real precision-made gem for serious photographers aiming to squeeze every bit out of the 110 negative.



1. Wrist strap clip is in lieu of conventional neckstrap lugs. 2. Soft-release shutter button is threaded to accept cable release. 3. Interchangeable 24mm f/2.8 normal lens lacks internal diaphragm. 4. Convenient lens-release lock slides upwards to release lenses. 5. Double-stroke film-advance lever renders optional auto winder best for fast action. 6. Covered socket accommodates Auto Flash AF 130P, but not other flash units. 7. Switch sets camera to X-sync when dedicated flash unit is attached.

