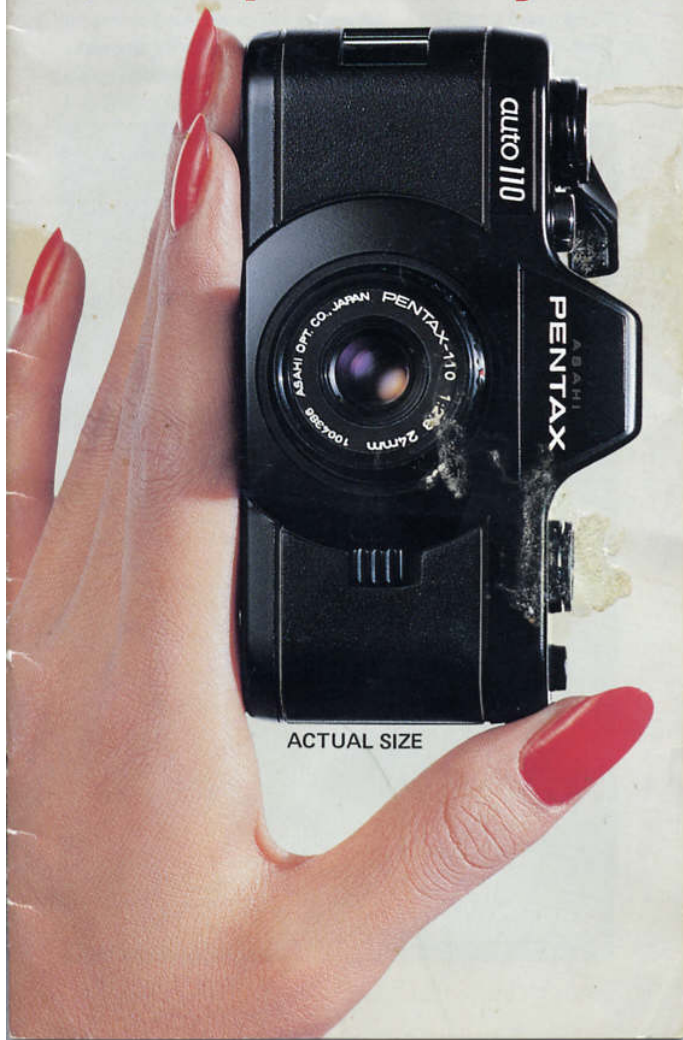


PENTAX **auto 110**

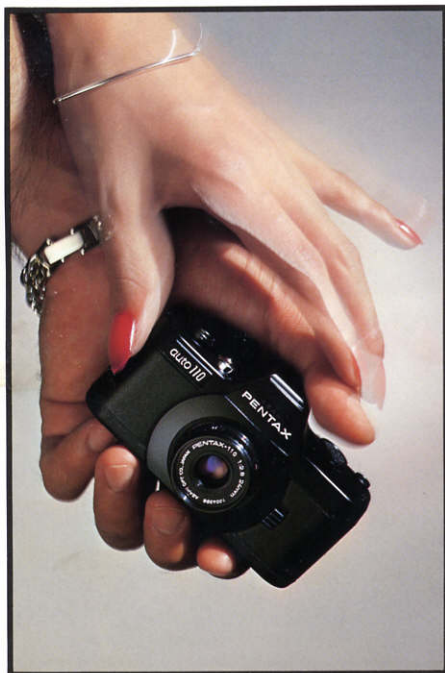
pocket SLR system



ACTUAL SIZE

THE PENTAX AUTO 110 WORLD OF POCKETABLE PLEASURE...

Every few years a new concept evolves that adds a completely new dimension to the world of photography. Meet the latest—the Pentax AUTO 110. It's a fully automatic 110 pocket camera that fits neatly into the palm of your hand. And, it's also a lot more. It's a precision-engineered single-lens reflex camera scaled exactly along the lines of the popular 35mm SLR camera. As such, it combines both the compactness and easy cartridge loading of the 110 film format with many of the systems advantages found only on the latest 35mm SLRs. It features the Pentax-110 Bayonet Mount for quick lens changes with Pentax-110 accessory wide-angle and telephoto lenses. And, it also features thru-the-lens viewing via a large pentaprism viewfinder with a split-image focusing screen. Also like the latest 35mm SLRs, it features a fully automatic SPD metering system that works in conjunction with an electronic programmed shutter to select both shutter speed and lens aperture.



2



And there's much, much more. The AUTO 110 features systems options such as its own automatic winder unit for easy automatic film wind. Then, for low-light flash photography, there's the AF 130P, its own exclusive electronic flash unit. And, for people who like to experiment in the realm of close-up and special effects photography, the system also features accessory close-up lenses for macrophotography, assorted filters, plus lens hoods and viewfinder eyepiece correction lenses. In addition, there's an assortment of cases for camera, individual accessories or the entire system . . .

Featuring just about everything a camera its size could offer, the Pentax AUTO 110 welcomes you to its truly unique world of pocketable pleasure!



3

A POCKET FULL OF MIRACLES

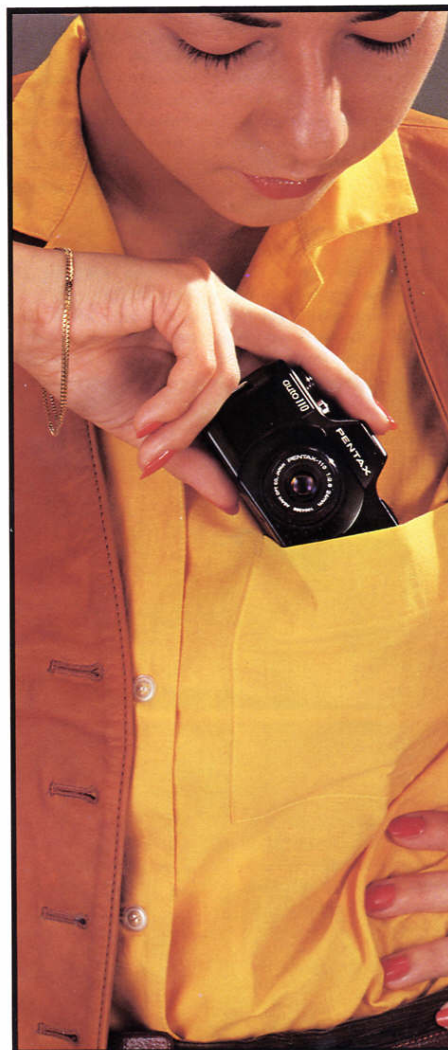
• Easy Cartridge Loading, Automatic Film Speed Setting

There's no film loading hassle with the AUTO 110. Just open the back cover, pop in a 110 film cartridge and reclose the cover. The film speed is set automatically for all available ASA film speeds, permitting use of both popular ASA 100 film and high-speed ASA 400. It also accepts slower slide films. You can easily tell what exposure you are on by the number visible in the large, back cover window.



• AUTO 110 in One Pocket, Accessories in Another

It's hardly enough to say that the AUTO 110 is a pocketable camera. It's a *pocketable photographic system*. Roughly as high and wide as a pack of cigarettes, it's so easy to carry about that you'll want to keep it with you at all times. And, it slips easily into shirt pockets, jacket pockets or handbags, even with the standard lens attached. What's more, the accessories are pocketable as well. That's not to say that you can put the whole system into one pocket. But, you can fit both accessory wide-angle and telephoto lenses together with filters, close-up lenses, etc., inside a small case and slip them into another pocket. And for times when you really want to go all out, the entire system — winder and flash unit along with interchangeable lenses, filters, lens hoods, etc. — can be carried over your shoulder in a case no larger than what you would use to carry regular 35mm camera!



PROGRAMMED ELECTRONIC SHUTTER MAKES EXPOSURE SETTING A THING OF THE PAST

Photography with the AUTO 110 is simplicity in itself thanks to employment of a programmed electronic shutter—the optimum exposure system for this type of camera. Manual shutter speed and lens aperture setting have both been eliminated entirely, leaving exposure determination to the camera's infinitely faster electronic circuitry. The AUTO 110's thru-the-lens instantaneous-response SPD light metering system takes a center-weighted, open-aperture light reading when the shutter button is depressed; and works with the shutter to automatically select the shutter speed and lens aperture for you in accordance with lighting conditions. Further facilitating compactness and handling ease with the AUTO 110, aperture setting is via a built-in body diaphragm which replaces individual lens diaphragms and makes Pentax-110 interchangeable lenses incredibly light. Aperture and shutter speed range is from a fast 1/750 sec. at F/13.5 to 1 full sec. at F/2.8, for low-light photography.



• Large, Bright Pentaprism Viewfinder

The AUTO 110 viewfinder has a 0.75X magnification and shows 87% of the picture area — as much as viewfinders found on some 35mm SLRs, and much more than those found on rangefinder cameras three times its size. Exposure information is provided by two LED (light-emitting diode) indicators at the lower right hand corner of the viewfinder. When the green LED lights up, it indicates that exposure is adequate and gives you the go ahead to shoot.

• Yellow LED

Outdoors at night or dusk, or indoors in dimly lit rooms, the Yellow LED indicator in the viewfinder will light. This indicates that the shutter speed selected by the camera will be too slow for correct exposure without picture blur, and warns you to use a tripod or switch to photography with the accessory AF 130P flash unit for better results.

35mm SLR FOCUSING, TOO...

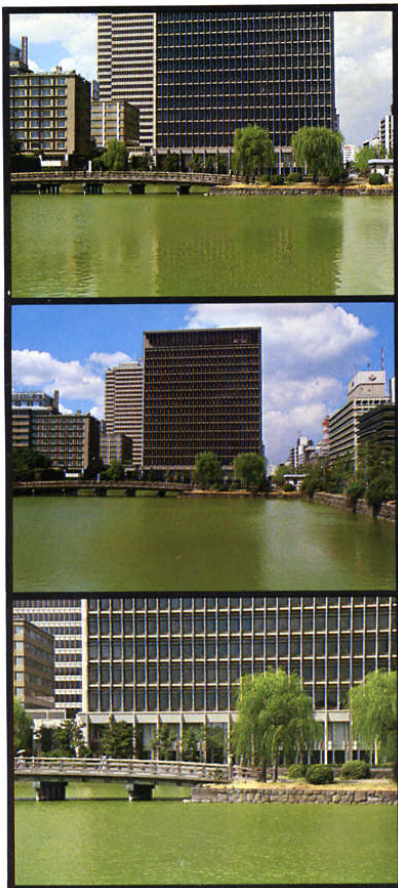
Focusing with the AUTO 110 is easy, and, like its 35mm SLR cousin, extremely precise. For quick focus, you merely turn the focusing ring on the lens until the images come in sharp on any part of the viewing screen. And for pinpoint focus, you can adjust the images in the split-image focusing spot in the center of the finder until the two join exactly. Accessory viewfinder correction lenses are also available from -3 to +5 diopters for persons needing eyesight correction.





PENTAX-110 INTERCHANGEABLE LENSES

Also on hand to expand the range of your photographic pleasure with the AUTO 110 are PENTAX-110 bayonet-mount interchangeable lenses. In addition to the 24mm F2.8 standard lens (equivalent to a 50mm standard lens in the 35mm format), the 18mm F2.8 wide-angle and the 50mm F2.8 telephoto Pentax-110 interchangeable lenses are also available. The largest of these three lenses is even smaller than a pipe bowl; while the combined weight of all three is 94 grams — making Pentax-110 lenses truly the world's lightest interchangeable lenses!



24mm

18mm

50mm

PENTAX-110 24mm F2.8 Standard Lens

The most compact of the three lenses in the series, the standard lens weighs an unbelievable 13 grams. Recommended for general shooting, it features natural perspective and maintains relative sizes of the background, middle ground and foreground. **Construction:** 6 elements/5 groups **Angle of view:** 47° **Min. focus:** 0.35m; 29.6mm (dia) x 12.8mm (length); 13 grams.



PENTAX-110 18mm F2.8 Wide-Angle Lens

Wide-angle lenses produce a wider angle of view than the standard lens, thus enabling you to get more into the picture. The Pentax-110 wide-angle lens weighs a mere 28 grams and is equivalent to a 35mm wide-angle lens in the 35mm format. An ideal lens for panoramic scenic shots, group portraits and sweeping special effects. **Construction:** 6 elements/6 groups **Angle of view:** 61.5° **Min. focus:** 0.25m; 34mm (dia.) x 21mm (length); 28 grams.



PENTAX-110 50mm F2.8 Telephoto Lens

Telephoto lenses are used to reach out and bring distant objects up close. The Pentax 50mm F2.8 telephoto weighs a mere 53 grams and has a focal length approximately equivalent to a 100mm telephoto lens in the 35mm format. An ideal lens for closely framed portraits, sports events, candid shots as well as general telephoto uses. **Construction:** 5 elements/5 groups **Angle of view:** 24° **Min. focus:** 0.9m; 43mm (dia.) x 27.2mm (length); 53 grams.



LENS ACCESSORIES FURTHER EXPAND RANGE OF APPLICATION

● Close-up Attachment lenses, Filters, Lens Hoods . . .

An assortment of accessories is also available for each of the Pentax-110 interchangeable lenses. **Close-up attachment lenses** are available for each of the three master lenses to enable a variety of close-up applications. In addition, there are **Skylight** and **UV** filters for the standard and wide-angle lenses. Other lens and viewfinder accessories include eyesight correction lenses, lens hoods, and lens caps, as well as cases for individual lenses and lens accessories.



CLOSE-UP LENSES



● No.	● Used with:	● Focusing Range	● Magnification
S31	24mm F2.8 standard	20 ~ 36cm	1/6.1 ~ 1/12.7
S16	24mm F2.8 standard	15 ~ 20cm	1/4.1 ~ 1/6.4
W21	18mm F2.8 wide-angle	16 ~ 26cm	1/5.7 ~ 1/11.3
T86	50mm F2.8 telephoto	48.5 ~ 91.9cm	1/8.0 ~ 1/17.1
T43	50mm F2.8 telephoto	34.4 ~ 48.9cm	1/5.4 ~ 1/8.6



110 WINDER



● Automatic Film Advance, Built-in Grip

The handy 110 Winder unit attaches easily to the tripod socket at the base of the camera in seconds. The battery-powered winder advances the film a frame at a time after you release the shutter and features its own built-in grip to provide a firm hold.

● Readies Automatically for the First Exposure

After you insert a new film cartridge into the camera, Just switch the winder on. The film automatically winds on to the first exposure and you are ready to take your first picture.

● Winds Film Out at the End of the Roll, Also

Then, after you have shot your last exposure, the 110 Winder winds the film out to the end of the roll for you. You only have to open the back cover and remove the film for processing.



PERFECT FLASH EXPOSURES WITH THE AF 130P AUTO FLASH



• Photography at Night or in Low Light

For photography outdoors at night, in low light, or indoors in dimly lit rooms, the Auto 110 Accessory System features the AF 130P Auto Flash Unit. The AF 130P hooks up through its own special flash synch terminal and synchronizes automatically with the shutter system as soon as it is switched on. Use the AF 130P anytime that the yellow LED in the viewfinder lights indicating a low light reading. The unit produces vivid and striking flash photos of your subject.

• Auto Sensor Assures Correct Exposures

The AF 130P features its own built-in light sensor. The sensor eye located on the front of the unit measures the distance to the subject and cuts off the flash at the right moment to assure perfect flash exposures with every shot. The flash unit's effective auto flash range is an extensive 0.8m to 4.6m (2.6 ft. - 15 ft.).



AUTO 110 SPECIFICATIONS

Type TTL metering 110 SLR camera with bayonet mount (80-degree setting angle)

Film Cartridge-loading 110 film (13mm x 17mm format); ASA film speed set automatically for film in use.

Lens Pentax-110 24mm F2.8; Focusing range: 0.35m ~ ∞.

Viewfinder Eye-level pentaprism finder with quick-return mirror; green and yellow LEDs indicate correct/incorrect exposure; Magnification: 0.75X showing 87% of picture area; central split-image focusing spot surrounded by matte field.

Exposure Metering Center-weighted, TTL metering at full aperture via SPD cell; EV Range: 3 - 17 (24mm F2.8 lens; ASA 100).

Shutter/Automatic Diaphragm Programmed electronic behind-the-lens shutter with programmed body diaphragm; Range: 1/750 sec. at f/13.5 to 1 sec. at F2.8.

Other Features Two-stroke film advance lever, synch terminal for automatic flash synch with AF 130P auto flash; tripod socket, lens release button, battery holder tray; exposure count via back cover window, winder capability.

Power Source: Two 1.5V silver-oxide batteries (G-13)

Size 56mm x 99mm x 45mm (2.2" x 3.9" x 1.8") w/lens

Weight 172 grams (6.1 ozs) w/lens.

110 WINDER:

Winds film a frame at a time after shutter release; mounts to camera tripod socket; features tripod socket, built-in grip, power switch. Powered by two 1.5V AA size penlight batteries. 52mm x 35mm x 100mm; 112g/4.0 ozs. (w/o batteries).

AF 130P AUTO FLASH:

Automatically synchronizes with programmed shutter at 1/30 sec. at programmed aperture of F2.8. Mounts to special synch terminal atop camera. Features sensor eye for automatic flash cut-off; test button/ready lamp, power switch. Flash coverage angle: 45° vertical, 55° horizontal. GN13; powered by two 1.5V AA size alkaline batteries. 71mm x 41mm x 63mm; 102g/3.6 ozs. (w/o batteries).