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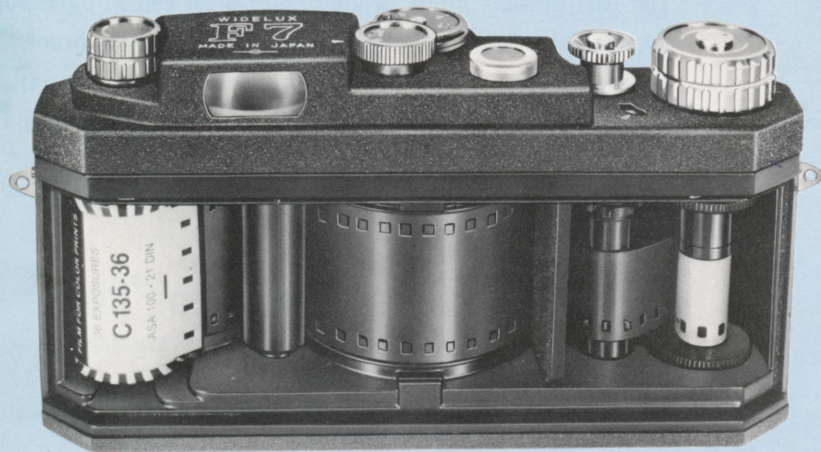
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WIDELUX 35mm ULTRA WIDE ANGLE OF VIEW 140° CAMERA
(by diagonal measurement)



140°

WIDELUX 35mm ULTRA WIDE ANGLE OF VIEW 140° CAMERA
Model F7 (by diagonal measurement)

140°



www.orphancameras.com



The Entrance Ceremony of the Tokyo Olympic Games (Widelux Photograph)

THE WIDELUX FIELD OF VIEW IS APPROXIMATELY 7 TIMES WIDER THAN OTHER 35mm CAMERAS!

**Now you can include everything you see
in one Photograph.**

The Widelux field of view approximates that of normal human vision and is many times wider than other 35mm cameras. This 140° coverage offers a whole new realm of possibilities to both amateur and professional. Its large format, while retaining the use of standard 35mm film, opens a great range of readily available emulsions both in color and black and white.



The scope of common 50mm lens camera.

WIDELUX 35mm ULTRA WIDE ANGLE OF VIEW 140° CAMERA

(by diagonal measurement)

Model F7

Revolutionary Camera Used by NASA!

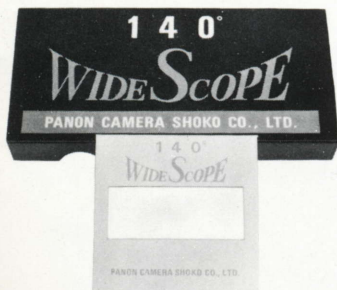
NASA has chosen the Widelux as one of the cameras to be used in space by the astronauts. The extremely wide field coupled with exacting definition have made it a most valuable tool in space exploration. The camera operated perfectly under extreme conditions in the Gemini V mission and will continue to be used on future flights.



Price Camera:

Case:

ACCESSORIES AVAILABLE



Slide Mounts:

Pressure sealing paper mounts are available in a package of 120 pcs.

Transparencies mounted on these slide mounts can be projected on any projector for 6 x 6 films.

Price

SOME OF SPECIFIC APPLICATIONS

(making use of its super-wide-field)

- ★ Army, navy & airforce
- ★ Various sports
- ★ Mountains and forestry
- ★ Civil engineering work
- ★ Exhibition and interior designing
- ★ Papers, magazines and other publications
- ★ A group of many people at wide or narrow places
- ★ Police (criminal identifications)
- ★ Sight-seeing and landscapes
- ★ Surveying and exploration
- ★ Port and harbor facilities, sea and ocean
- ★ Stage performances
- ★ Commercial and industrial photographs
- ★ Land development work and gardening
- ★ Audio visual education in schools

These are only examples. The possibilities of using this camera could be made endless depending upon the idea of photographers.

Filter Kit:

A set of 6 filters, Y2(K2), YA2(G), ND, W2(81A), SL & C4(82C) with leather case.

Price



CHARACTERISTICS

Size and weight

16 cm x 8.5 cm x 6 cm (6" x 3-3/8" x 2-3/8")

900 grammes (1 lb. 14 oz.)

The size and weight are similar to those of an average 35mm camera, and easy to carry.

Body

Die-casted aluminum alloy—durably constructed but weighs little. All outside parts are carefully double-coated with a venturine nickel coat for the foundation, and aventurine hard chromium coat for the finish, except for top and bottom covers with crystal coating in black.

Lens

Lux F2.8, 26 m/m fixed focus

A best-graded lens made of rare earth elements and designed only for this camera. Its precision, clarity, and amazingly deep focus range are characteristics.

Because of it being a short focused but not a wide angled lens, the Lux has no shortcoming of exaggeration of distance inherent in all wide angle lens. And, the most important is that, because of a fixed focus, you are free from the trouble of focusing subjects.

View Finder

The view finder is brilliant and accurate, devised to match exactly the camera's enormous field of coverage.

Spirit-Level

A high quality spirit level is built into the camera body. When a tripod is mounted, the level insures the right posture of the camera that keeps off any distortion in the picture.

The field of View

Ultra wide 140° field of coverage.

Shutter

1/15, 1/125, and 1/250 of a second. Slit open focal plane type with click stops.

The shutter mechanism is similar to the shifts gears in an automobile.

The shutter speeds are easily changed by setting the dial.

Film Transport

Knob type, self-cocking and double exposure preventing winder. Works smoothly and easily. Capable of rapid winding.

Frame Counter

Automatically zeroing type. Exposed number is indicated in the window. The built-in frame counter resets automatically when the back is opened.

Film to be used

All types of color and black and white film are available. Using standard 36 exposure rolls, 21 exposures can be made and using 20 exposure rolls, 11 exposures can be made.

Size of the Negative

24 m/m x 59 m/m (1" x 2-1/3")

For enlarging, all enlargers for 6 x 6 in the market may be used.

The best possible prints of your color snaps can be obtained by our Color Laboratory with complete facilities for processing and printing all types of color negatives or transparencies, featuring special equipment to handle Widelix processing and printing.

Manufacturers & Exporters

PANON CAMERA SHOKO CO., LTD.

24-3~4, 2-chome, Azusawa, Itabashi-ku, Tokyo, Japan

Telephones: (965) 8686, 8687

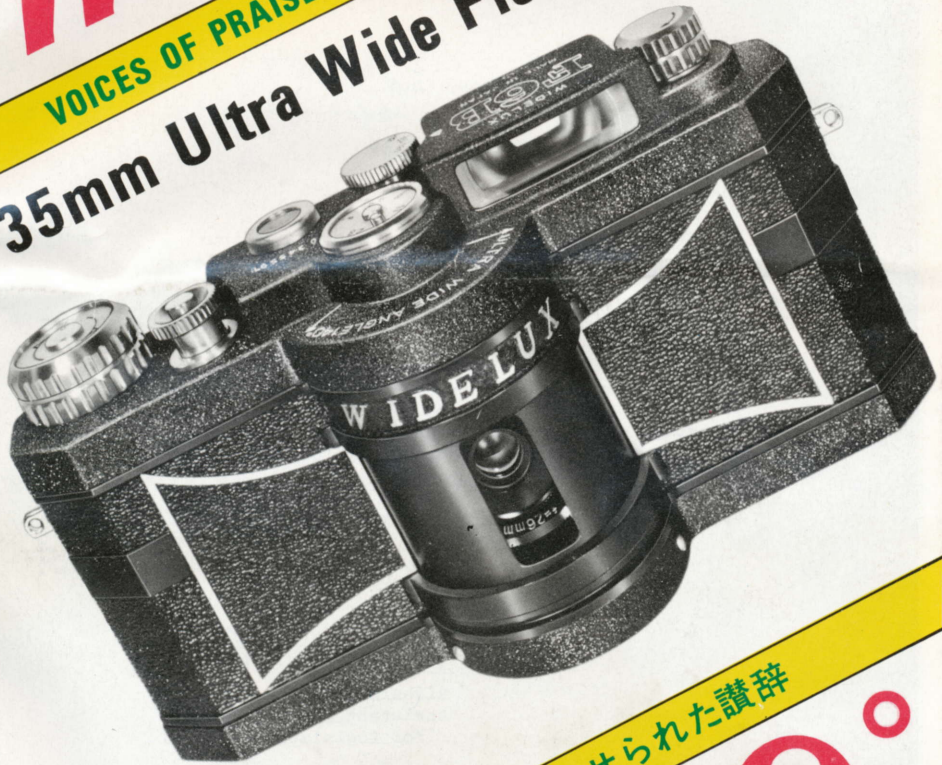
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Code Used: Bentley's Second Phrase Code

WIDELUX

VOICES OF PRAISE DIRECTED TO WIDELUX CAMERA

35mm Ultra Wide Field 140° Camera

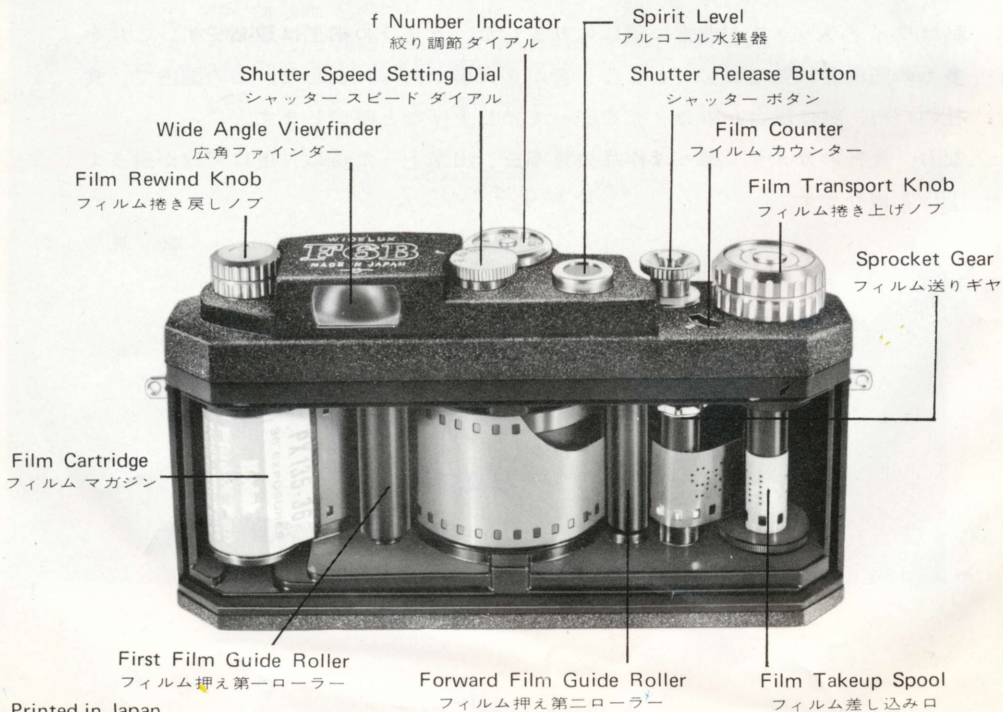
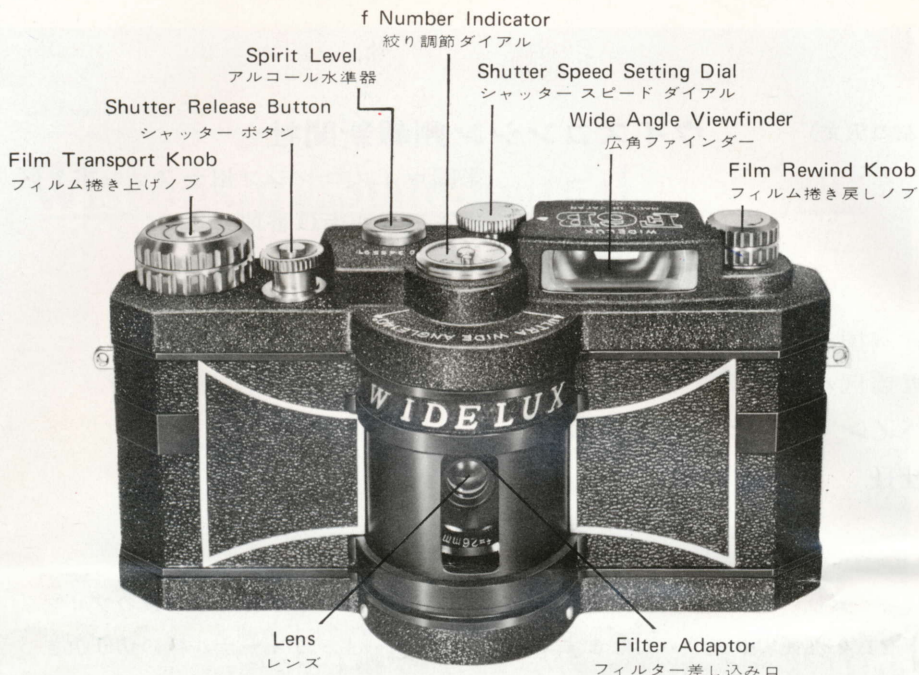


ワイドラックス カメラによせられた讃辞

写角

140°

(ワイドラックス・カメラ部分名称図解)



Printed in Japan

F7 WIDELUX

PRICE LIST
JUNE 10, 1975

35mm 140° Extreme Wide Field Camera
In Super35 Format (24x59mm)

Prod.
No.
7000

LIST
PRICE

WIDELUX CAMERA MODEL F7. Cowhide leather case included.

622.00

35mm 140° distortion-free extreme wide field camera. 24 x 59mm frame (2½ to 1 proportion) gives spectacular Wide Scope® projection, same as theatre wide-screen, using standard 2¼" sq. projector. Prints are similarly dramatic. Camera is unmatched for photographing sporting events, scenics, cramped interiors, parades, stage performances, large groups, etc.

Camera has a 26mm rare earth Lux f2.8 lens, fixed focus; built-in matching 140° brilliant optical viewfinder; self-cocking all-metal focal plane shutter, speeds 1/15, 1/125, 1/250; double exposure prevention. Frame counter resets automatically when back is opened. Not synchronized for flash. Uses standard 35mm cartridge film, including the new high-speed color films. 21 exposures on a '36' roll, 11 on a '20'.

7002 FILTER SET FOR WIDELUX F7.

48.00

Contains 6 special mount filters, for color and black and white films. For color film: Sky; to use indoor film outdoors; to use outdoor film indoors; 2x neutral density (also for b & w). For black & white film: Y2; Orange. Lined fitted cowhide leather case included. Case has loops for shoulder strap of camera case.

7003 WIDELUX WideScope SLIDE MOUNTS

22.50

One-piece self-framing, self-sealing. For use in any standard 2¼" sq. slide projector. 5 individual storage boxes included in package of 120 mounts.

GUARANTEE

WIDELUX cameras are guaranteed against defects in manufacturing for one year from date of purchase, under the terms of the guarantee supplied. Warranty applies to original purchaser only.

Prices subject to change without notice.

HARRISON CAMERA CORPORATION

Exclusive Importer of WIDELUX Cameras and Accessories
in the United States

249 Post Avenue

(516) 334-2000

Westbury (L.I.), N.Y. 11590

WIDELUX^{F7}

35mm 140° Extreme Wide Field Camera
In Super35 Format (24x59mm)

The WIDELUX F7 takes pictures that make it different from any camera you have ever used! How different? You can judge for yourself without even handling the WIDELUX F7. Here's how: Look straight ahead. Your eyes see everything over an extremely wide range. Actually, it's 140° wide. That's exactly what the WIDELUX F7 does: It sees and photographs everything over this same extremely wide range of 140°, the field of vision of human sight.

Distortion is a frequent problem in wide angle photography. For all their exceptional 140° coverage, WIDELUX F7 pictures are distortion-free, because of the patented exposure system in the camera. (The technical explanation is at the bottom of this page).

THEATRE-TYPE WIDESCOPE WIDE-SCREEN PROJECTION IN YOUR HOME

The WIDELUX F7 uses standard 35mm film. Your WIDELUX color transparencies can be projected by using any standard 2½ sq. slide projector. The picture you get on your home screen is spectacular Widescope — extremely wide, the same as theatre wide-screen (2½ to 1 proportion). A WIDELUX slide show will give your family and friends an evening they'll remember for a long time!

DRAMATIC PRINTS, TOO

Of course, you can have prints made of your favorite WIDELUX shots. Here, too, the 2½ to 1 proportion of the film size leads to dramatic prints, in color or black and white, in any size.

AN EASY-TO-USE CAMERA

There are only two settings on the camera. One is the shutter speed dial, the other the f-stop setting. There is no distance setting necessary for the lens because its sharpness range is extreme in its factory-set position.

The WIDELUX F7 is a camera that is easy to use and enjoy. It's a new photographic experience!

TECHNICAL INFORMATION HOW THE WIDELUX F7 PRODUCES 140° DISTORTION-FREE EXTREME WIDE FIELD PICTURES

The WIDELUX F7 does not have an extreme wide angle lens! Instead, the camera uses a special lens of 26mm (1") focal length. To optically cover the 24 x 59mm frame size, the lens actually travels across the film plane during exposure, in an arc. At the same time, the narrow vertical slit of the all-metal focal plane shutter is moving across the film at the identical speed of travel as the lens.

The film plane is curved to duplicate the travel arc of the lens.

The amount of light reaching the film is governed by the setting of the shutter speed and f-stop dials. The light passing through the lens and reaching the film is the same across the entire picture frame, edge to edge.

This patented WIDELUX F7 system gives correct, even exposure over the entire film frame, edge to edge, with no distortion. On the contrary, the entire photographic image (picture subject) is of normal proportions, yet with the extreme wide field coverage of 140°.

WIDELUX F7 DEPTH OF FIELD SCALE

<u>With diaphragm set at f:</u>	<u>Everything will be in focus from</u>	<u>To</u>
2.8	4' 11"	49' 2"
4	4' 3"	65' 7"
5.6	3' 4"	98' 5"
→ 8	2' 7"	INFINITY
→ 11	2' 4"	INFINITY

This box is in 2½ to 1 WIDELUX F7 print and projection proportion.

www.orphancameras.com

F7 WIDELUX

Fact Sheet

35mm 140° Extreme Wide Field Camera
In Super35 Format (24x59mm)

TYPE OF CAMERA. The WIDELUX F7 is a 35mm extreme wide field camera, using standard 35mm cartridge film, color or black and white.

PICTURE FIELD. 140°, the complete range of human vision.

DISTORTION FACTOR IN THE 140° PICTURE. Despite the enormous 140° coverage, F7 pictures are distortion-free and in normal perspective. There are no exaggerated foregrounds, no "fisheye" effects, no curved sides -- problems usually associated with the use of extreme wide angle lenses -- because the F7 does NOT use a wide angle lens! Instead, it has one of normal focal length. F7 photographs are straight, normal pictures covering the extremely wide field of 140°.

FRAME SIZE. The F7 registers its extremely wide 140° picture in an expanded film frame (picture size in the camera) that is 24x59mm instead of the usual 24x36mm, an increase of 64% in frame width. This much wider 24x59mm frame, in 2½ to 1 proportion, is SUPER 35. A SUPER 35 picture with such exceptional coverage (140°) is truly outstanding when made into a print or projected as a color slide.

EASY TO USE. There are only two settings on the camera: the shutter speed dial and the opening of the lens (f stop). There is no distance setting on the lens, because it is only 1" (26mm) in focal length, and its sharpness range is extreme in its factory-set position. It is difficult to get unsharp pictures with the F7, unless you shake the camera during exposure!

WHERE THE WIDELUX F7 IS PARTICULARLY USEFUL. The camera's extremely wide field coverage (140°), plus the added 64% in frame width, in a distortion-free normal perspective picture, make the WIDELUX F7 an ideal camera for photographing

- SCENICS. Imagine the colorful vastness of the Grand Canyon, for instance, as a WIDELUX picture, or New York's Broadway at night.
- IN CRAMPED QUARTERS. Indoors or outdoors, whenever you have a wide area to photograph and you just can't get back far enough to include it all, the F7 solves your problem. Its 140° coverage, with distortion-free normal perspective will turn the tough shot into another exceptional WIDELUX F7 picture.
- SPORTING EVENTS. You can cover the entire field even when you're fairly close up, when you use an F7. Baseball, football, basketball, hockey, tennis... you get all the sports action with an F7.

- LARGE GROUPS. The camera's special features make photographs of large groups especially easy. Even when the camera is fairly close up, there is no distortion of the people at the ends, and everyone in the picture is in the same undistorted perspective. The WIDELUX F7 is great for photographing school, company and organizational groups. And the $2\frac{1}{2}$ to 1 SUPER 35 proportion is a "natural" for such pictures.
- STAGE PERFORMANCES. Whether it's a school play or a professional theatrical performance, you can photograph the entire stage, even quite close, with an F7.
- PARADES. Get the long line of marchers easily with an F7.
- MURALS. The $2\frac{1}{2}$ to 1 proportion of the WIDELUX F7 makes the camera ideal for shooting pictures that will be enlarged to mural size, in color or black and white. The effect of a giant WIDELUX F7 enlargement is stunning. A 24x60" photograph, for example, with its enormous 140° distortion-free coverage in natural, normal perspective, can have a focal spot in the home, the school, or at business.....anywhere! The subject matter is limitless.
- REAL ESTATE. The WIDELUX F7 makes it easy to take pictures showing wide expanses of property, individual buildings (including factories, office buildings and homes), building construction progress. The F7 is an ideal sales tool for those involved in real estate -- surveyors, architects, builders, brokers, planners and developers, governmental real estate bureaus.
- NEWS PICTURES. Many newspapers and other publications are using the WIDELUX for spectacular spot news and feature pictures, covering accidents, fires, natural disasters, sports events of all kinds from archery to zebra racing, large crowds, parades, theatrical performances, urban renewal construction progress, local panoramic scenes, etc.

PROJECTION OF COLOR SLIDES. Any standard $2\frac{1}{4}$ " sq. (6x6cm) slide projector and screen can be used to show WIDELUX F7 color slides. Because the WIDELUX F7 picture covers 140° and the frame size is so wide, the picture on the screen is spectacular. It's genuine $2\frac{1}{2}$ to 1 proportion theater-type wide screen in your own home (imagine that Grand Canyon picture projected as a WIDELUX color slide....), called WideScope. Once you've shown WideScope, you'll see what we mean!

IF YOU DO YOUR OWN ENLARGING. The WIDELUX F7 film frame of 24x59mm can be handled by any enlarger that is 6x6cm (2½x2½") or larger, using a 75mm or 80mm lens. There is no paper waste in printing complete WIDELUX F7 frames. The camera's 2½ to 1 frame proportion enlarges to exactly 2 prints 2x5" each on a sheet of 4x5" paper, 2 prints 4x10" each on a sheet of 8x10" paper, 2 prints of 8x20" each on a sheet of 16x20" paper. On a sheet of 11x14" paper, each print will be 5.5x14" instead of 5.6x14", a slight shortening of .1" on the vertical. There is no paper waste in printing F7 pictures.

EXPERIMENTAL PICTURES. The WIDELUX F7 is so different a camera that its possibilities are limited only by your imagination! Here are a few 'different' ways of using the camera, suggested by owners who have written us: Take some pictures while holding the camera vertically (at exactly 90° to the ground), to find out what you can do using the enormous 140° coverage vertically... With the camera in its usual horizontal position, try swinging the camera with the action during exposure. With the shutter speed at 1/250, try an action-to-the-left shot, then an action-to-the right shot.....Next, with the camera on tripod, make three successive exposures in a circle (you'll more than cover 360°). Have the shots printed and butt them all, properly matched and joined. You'll have a circular picture.....

HOW THE F7 PRODUCES 140° DISTORTION-FREE EXTREME WIDE FIELD PICTURES. The camera uses a normal, not wide angle, lens of 26mm (1") focal length. To optically cover the elongated 24x59mm frame size, the lens actually travels across the film plane during exposure, in an arc. At the same time, the narrow vertical slit of the all-metal focal plane shutter is moving across the film at the identical speed of travel as the lens.

The film plane is curved to duplicate the travel arc of the lens. Every part of the film is the identical distance from the rear of the lens. This is not so in conventional cameras.

The light passing through the lens and reaching the film in the WIDELUX F7 is the same across the entire frame, edge to edge.

The amount of light reaching the film is governed by the setting on the f-stop and shutter speed dials.

This patented WIDELUX F7 exposure system gives correct, even exposure over the whole film frame, edge to edge, with no distortion. The entire photographic image is in normal perspective, yet with the extreme wide field coverage of 140°, in 24x59mm SUPER 35 frame size.

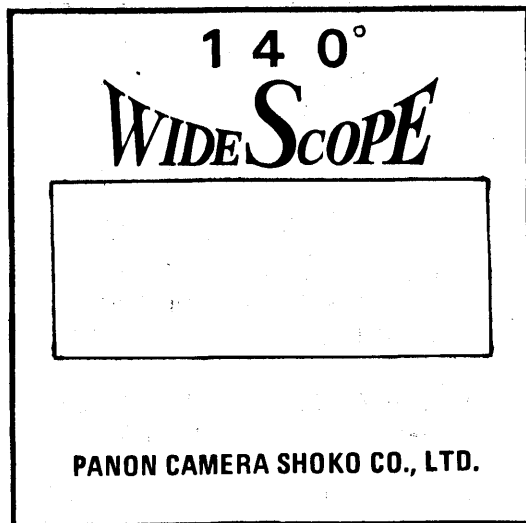
WIDELUX F7 CAMERA SPECIFICATIONS. 35mm 140° distortion-free extreme wide field camera. Die-case aluminum alloy body. SUPER 35 frame (24x59mm) is in 2½ to 1 proportion, for spectacular WideScope theater-type wide screen projection with any standard 2½" sq. projector, or dramatic prints.

Camera has a 26mm rare earth f2.8 Lux lens, fixed focus; built-in matching 140° brilliant optical viewfinder; self-cocking all metal focal plane shutter, speeds 1/15, 1/125, 1/250; double exposure prevention. Frame counter resets automatically when back is opened. Not synchronized for flash. Camera uses standard 35mm cartridge film, including the new high speed color films. 21 exposures on a '36' roll, 11 on a '20.' Camera dimensions are 6 x 3-3/8 x 2-3/8" (16 x 8.5 x 6cm), weight, 1 lb. 14 oz. These are similar to an average 35mm camera.

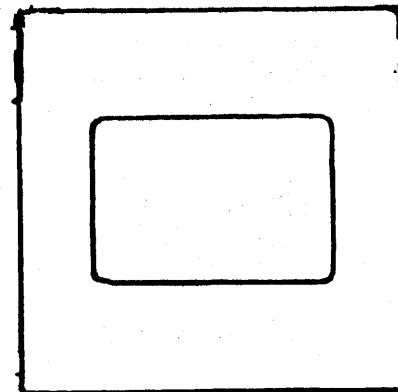
Eveready Case for F7 is genuine cowhide leather, lined. Front section is removable so camera can still be carried on shoulder, ready for quick action.

Filter Set for WIDELUX contains 6 special mount filters, for color and black and white film. For color film: Skylight; to use indoor chrome type film outdoors; to use outdoor type chrome film indoors; 2x neutral density (also for b&w). For black and white film: Y2; Orange. Lined fitted cowhide case included. Case has loops for shoulder strap of camera case.

WIDELUX WideScope Slide Mounts are one-piece, self-framing, self-sealing. For use with any standard 2 1/4" sq. (6x6cm) slide projector. Packed 120 per box.



WIDELUX Super 35
WideScope color slide



Standard 35mm
color slide

GUARANTEE

W I D E L U X cameras are guaranteed against defects in manufacturing for one year from date of purchase, under the terms of the guarantee supplied. Warranty applies to original purchaser only.

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