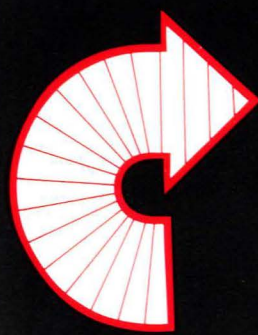


# SALES EXTRA

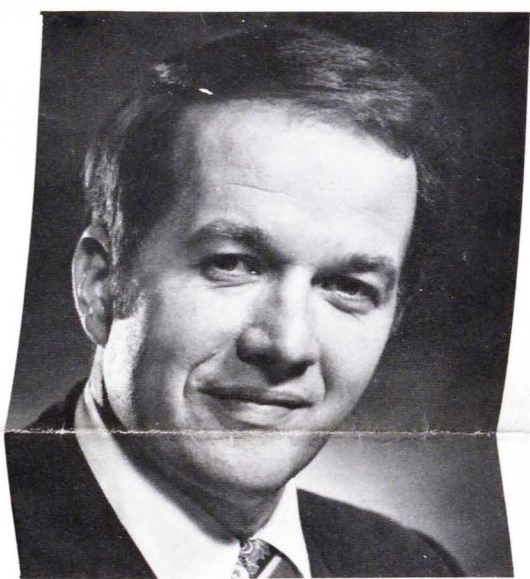
FEBRUARY

1978



# Colorburst GAZETTE

# ...New Trix... for Instant Pix



## Kodak appoints new National Sales Manager

Mr. D. S. McGurer has been appointed to the position of National Sales Manager, Consumer Markets Division of Kodak (Australasia) Pty. Ltd.

Formerly District Sales Manager, New York City, Mr. McGurer brings to his new role in Australia a wealth of experience gained over 14 years working for Eastman Kodak Company in a number of important positions.

Mr. McGurer, or Denny as he prefers to be called, recently visited Kodak regional offices, calling on a number of photo dealers in each capital city.

Denny is married with three children, and is based at the Coburg (Victoria) head office of Kodak.

## New low-cost Kodak instant cameras revealed

New York, February 8, 1978

A new generation of low-priced motorised instant cameras was announced at a press conference held in New York City on February 8, 1978. Called "COLORBURST - KODAK Instant Cameras", the presentation featured two new smartly-styled, easy-to-use models which automatically eject a developing picture after release of the shutter button.

The KODAK COLORBURST 100 and 200 Instant Cameras use Kodak instant print film PR10 which develops outside the camera in minutes providing instant pictures with a high degree of color fidelity.

Both models share such convenience features as easy-to-use zooming circle focus aids, and electronic shutters (which operate from 1/300 to 1/20 second) coupled with a silicon photosensor which automatically sets the proper f/stop shutter speed combination for pleasing outdoor pictures.

For flash pictures, both models use flipflash or the KODAK Instant Flash, Model B, which will be available in a kit with the COLORBURST 100 camera.

The KODAK COLORBURST 100 Instant Camera is styled in black with a light brown padded vinyl insert. An eyecup, tripod socket, neck strap, and pressure-sensitive monograms are supplied with the camera.

The KODAK COLORBURST 200 Instant Camera is styled in black with bright metallic trim. The camera has a built-in battery tester and hinged lens cover.

An eyecup, tripod socket, neck strap with pad and pressure-sensitive monograms are supplied with the camera as well.

## Colorburst Cameras here soon.

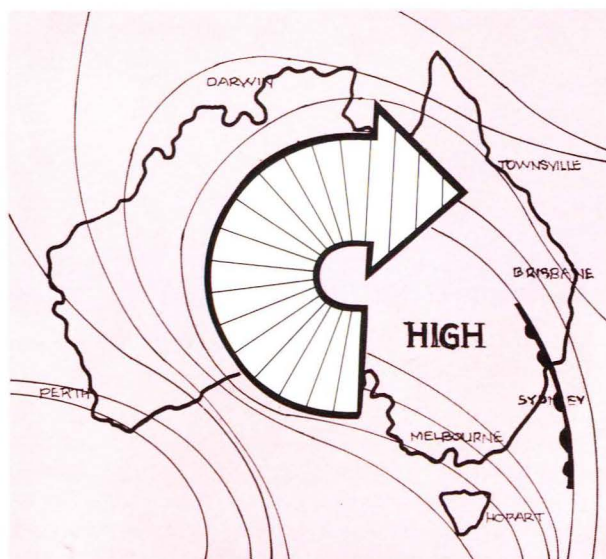
The new KODAK COLORBURST 100 and 200 Instant Cameras will be released in Australia before June. "Our plans are well in hand", said Mr. Don Hogarth, manager of the Kodak Consumer Markets Division.

Mr. Hogarth added, "We are naturally delighted that we will have them so soon after the U.S. launch, and we can promise some real action when they arrive!"

"I cannot reveal all the details yet, but one really pleasant surprise will be the prices. We expect the COLORBURST 100 model will have a suggested retail price below \$50, and the 200 model below \$60. The COLORBURST 100 Kit which will feature the 100 model camera and the Model B electronic flash gun, will sell for under \$75."

"We are gearing up for a very exciting launch, which promises heavy consumer advertising and attractive trade deals."

Mr. Hogarth concluded, "The instant market in Australia has been significantly expanded by Kodak's entry. These are very exciting times. The consumer response has been very gratifying, as has the trade response, and I confidently predict that the sales growth pattern will be sustained for quite a few years yet!"



## INSTANT FORECASTS Colorburst over Australia

### QUEENSLAND

Sunny, with dazzling bursts of color.

### NEW SOUTH WALES/A.C.T.

Heavy cash register repairs forecast.

### VICTORIA

Sales turbulence expected in vicinity of photo dealers.

### SOUTH AUSTRALIA

Heady sales alert.

### NORTHERN TERRITORY

Dollars blast predicted.

### WESTERN AUSTRALIA

New boom in camera sales forecast.

### TASMANIA

Big juicy sales predicted.





## Kodak Colorburst 100 Instant camera



### Technical Specifications:

**Lens**  
137 mm f/11, three-element coated.

**Focus**  
Continuous 1.1 metres to infinity; zooming circle distance finder (circle is elevated in viewfinder, as compared to older models, to improve framing of the picture). Focus scale in feet and metres in addition to zone symbols.

**Shutter**  
Electronic - 1/300 to 1/20 sec.

**Daylight Exposure**  
Two apertures (f/16 and f/11) programmed with electronic shutter to provide correct exposure for E.I. 150 film. Silicon/ photosensor. Red low-light signal appears in viewfinder when light level is under f/11 at 1/20 sec. Lighten/darken control permits manual override up to  $\pm 1$  stop in half-stop increments.

**Exposure Index**  
E.I. 150.

**Flash**  
Flipflash. Also, separate electronic flash, including Kodak instant flash, model B.

**Flash Exposure Control/Range**  
Camera operates at f/11 for flash exposure. Shutter speed controlled for proper exposure, 1.2 - 3 metres with flipflash, 1.1 - 3.3 metres with electronic flash, by automatic focus-linked attenuation of silicon/photosensor. Flash will not fire when either the safety cover is in place or the pack is empty. It will fire when the camera is empty.

**Used Flash Signal**  
Built in flipflash.

**Battery/Battery Check**  
One "J"-size battery - good for a minimum of ten packs. No external battery check. Battery should be changed when picture takes longer than 5 seconds to eject.

**Low-Light Signal**  
Red light appears in finder when shutter release is depressed. Signal does not light when flipflash or electronic flash is inserted.

**Film Advance**  
Electric motor. Print exits from bottom in less than 3 1/2 seconds after release of shutter button.

**Film Loading**  
Hinged-roller assembly on bottom of camera rotates to permit loading and unloading of cartridge and cleaning of rollers. Cartridge may only be inserted correctly. Colored stripe on cartridge and on camera aid in proper orientation. Extractor facilitates cartridge removal.

**Viewfinder**  
Three-element projected frame; .53 magnification; zooming circle distance finder, located above center, coupled to focus between 1.1 and 7.5 metres, low-light signal.

**Exposure Counter**  
Mechanical counter indicates the number of the picture ready to be exposed. Additional symbols on counter indicate when cartridge is empty, or when safety cover is in place.

**Construction**  
Molded plastic body including a black front with a leather grain, light brown vinyl, padded insert. The insert contains the name-plate at the lower left corner and the instant color arrow at the lower right corner. A bright metallic border surrounds the bright aluminium focus plate.

**Additional Features**  
Eyecup; tripod socket on side of camera; neck strap (similar to the one on The Handle... Kodak instant camera). Recessed area on back of camera accommodates pressure-sensitive monograms supplied with each camera. Full 3-year warranty.

**Camera Size/Weight (without batteries or film)**  
3 5/8" x 5 1/4" x 6 1/2" 30 oz.

## Kodak Colorburst 200 Instant camera



### Technical Specifications:

**Lens**  
137mm f/11, 3-element coated.

**Lens Cover**  
Hinged-lens cover folds down when camera is in use.

**Focus**  
Continuous 1.1 metres to infinity; zooming circle distance finder (circle is elevated in viewfinder, as compared to older models, to improve framing of the picture). Focus scale in feet and metres in addition to zone symbols.

**Shutter**  
Electronic - 1/300 to 1/20 sec.

**Daylight Exposure**  
Two apertures (f/16 and f/11) programmed with electronic shutter to provide correct exposure for E.I. 150 film. Silicon/ photosensor. Red low-light signal appears in viewfinder when light level is under f/11 at 1/20 sec. Lighten/darken control permits manual override up to  $\pm 1$  stop in half-stop increments.

**Exposure Index**  
E.I. 150.

**Flash**  
Flipflash. Also, separate electronic flash, including Kodak instant flash, model B.

**Flash Exposure Control/Range**  
Camera operates at f/11 for flash exposure. Shutter speed controlled for proper exposure, 1.2 - 3 metres with flipflash, 1.1 - 3.3 metres with electronic flash, by automatic focus-linked attenuation of silicon/photosensor. Flash will not fire when either the safety cover is in place or the pack is empty. It will fire when the camera is empty.

**Used Flash Signal**  
Built into flipflash.

**Battery/Battery Check**  
One "J"-size battery. Red light on top back of camera turns on when battery check button is pushed.

**Low-Light Signal**  
Red light appears in finder when shutter release is depressed. Signal does not light when flipflash or electronic flash is inserted.

**Film Advance**  
Electric motor. Print exits from bottom in less than 3 1/2 seconds after release of shutter button.

**Film Loading**  
Hinged-roller assembly on bottom of camera rotates to permit loading and unloading of cartridge and cleaning of rollers. Cartridge may only be inserted correctly. Colored stripe on cartridge and on camera aids in proper orientation. Extractor facilitates cartridge removal.

**Viewfinder**  
Three-element projected frame; .53 magnification; zooming circle distance finder, located above center, coupled to focus between 1.1 and 7.5 metres; low-light signal.

**Exposure Counter**  
Mechanical counter indicates the number of the picture ready to be exposed. Additional symbols on counter indicate when cartridge is empty, or when safety cover is in place.

**Construction**  
Molded plastic body with black front and bright metal trim. When opened, the hinged-lens cover displays a leather grain, light brown vinyl, padded insert with the instant color arrow in the lower right hand corner. When closed, it reveals a light brown vinyl, unpadded insert with the nameplate in the lower left hand corner and the instant color arrow in the lower right hand corner.

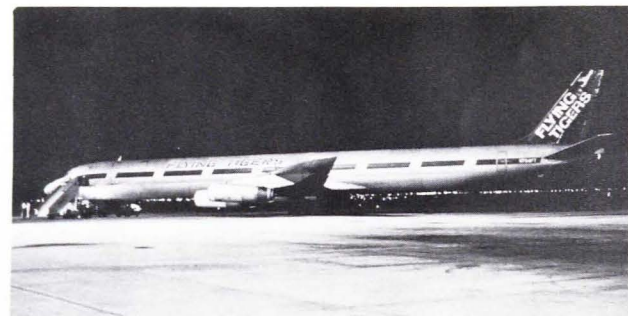
**Additional Features**  
Eyecup; tripod socket on side of camera; neck strap with pad. Recessed area on back of camera accommodates pressure-sensitive monograms supplied with each camera. Full 3-year warranty.

**Camera Size/Weight (without batteries or film)**  
3 3/4" x 5 1/4" x 6 1/2" 32 oz.

## WERE YOU PART OF THE INSTANT SUCCESS STORY?

It would be difficult to find a photo dealer who has not benefited from the introduction of Kodak instant cameras. From across Australia have come reports of record-breaking sales of both instant cameras and film.

Not that the sales story hasn't had its problems though. Despite our best efforts there have been periods when due to the unprecedented demand, stocks of cameras and film have been in short supply. For this we apologise, but sometimes this has led to some interesting stories. The following is one such saga:

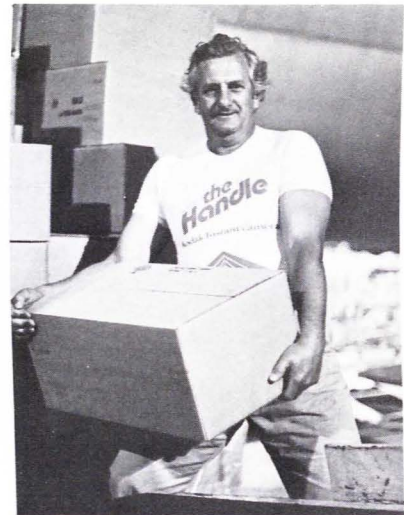


The scene: Tullamarine jetport, Melbourne. The time: 11.00 p.m. on a cold Friday in January. The action: A "Flying Tiger" DC8 jet, loaded with Kodak instant cameras and PR10 film awaits unloading. 36 hours earlier, this charter flight left the Eastman Kodak Company factory in Rochester, New York, bound for Australia.



From out of the stretched DC8's cargo hold comes the first pallet of Handle cameras. The unloading operation went on until the dawn.

Into action! Cartons of cameras are unloaded onto a conveyor belt and then into large semi-trailers.



Down below from the lower hold comes hundreds of cartons of PR10 instant print film.

All this activity to keep faith with you and your customers. By the following Tuesday, the first of this charter consignment was in the hands of photo dealers. By the end of that week, the total distribution job was over, and many more satisfied customers went on to enjoy the magic of instant photography - with color by Kodak!

SPOT NEWS

## The Handle to continue ... EK4 and EK6 to go.

The popular low-cost Kodak instant camera, THE HANDLE, will continue to be available. This camera, which has met with excellent consumer demand, will still exist as the base-line camera in the new instant line-up. The other current models, the KODAK EK4 and EK6 Instant Cameras, will be discontinued. Further price reductions to THE HANDLE and EK6 models are planned, and an announcement as to the extent of the rebates for unsold stocks will be made when full plans for the new KODAK COLORBURST Instant Cameras are revealed.

### New Kodacolor 400 film available

A new Kodacolor 400 film, designed for professional use, is now available.

Size CG120 can be used by professional photographers to take pictures in daylight, low light, or fast action. Over a wide range of situations, the need for supplementary flash is therefore reduced or avoided.

Cat. No. 122 1035 Sugg. Retail Price \$3.28

### Kodak Tele-Instamatic 608 camera outfit discontinued

The Kodak Tele-Instamatic 608 camera outfit is now discontinued and no further supplies are available.