

Kodak

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**SPECIAL
EDITION**

Sales News

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KODAK announces Instant cameras, Instant film for self-developing prints in U.S.A.



The Kodak EK4 instant camera has an easy-to-use manual film advance which ejects a print from the bottom of the camera after approximately four revolutions of a hand crank. Both the EK4 and EK6 cameras use flipflash.



The Kodak EK6 instant camera features motor-driven film advance powered by two flat J-size batteries located in the camera. This model ejects a print from the bottom of the camera approximately three seconds after the shutter release is returned.

New easy-to-use instant cameras and a film for self-developing color prints were announced on April 20 by Eastman Kodak Company at press conferences in New York City and Toronto, Canada.

The new Kodak cameras produce instant color prints with a high degree of color fidelity. Development of the instant prints, which are litter-free, takes place outside the camera in daylight or room light. An image begins to appear in a minute or two and development is essentially completed in about eight minutes. An elegant Kodak Satin-luxe finish protects the prints from smudges and fingerprints.

Two new instant cameras have been released by Kodak. The model EK4, which has a list price in U.S.A. of \$53.50, features and easy-to-use hand crank to transport the exposed film through rollers which spread the sealed photochemicals and eject the print in seconds for development outside the camera.

The second model, the EK6, ejects the prints automatically with the aid of a motorized film advance. This model has a list price in the U.S. of \$69.50. Both models use the new flipflash array for flash pictures.

The new cameras will be released on the Canadian market in early May and on the U.S. market in late June. A date has not yet been fixed for the introduction of Kodak instant cameras on the Australian market.

Both cameras offer an array of convenience features which help the customer to obtain pleasing pictures, including easy-to-use focusing aids and an electronic package that controls all exposure functions.

The cameras share three-element, 137mm, f/11, plastic lenses which have anti-reflection coatings to reduce lens flare and improve color saturation.

Both models have an electronic shutter with speeds from 1/300 to 1/20 second, and two apertures, f/16 and f/11, which are controlled by a tiny integrated circuit.

When using flipflash, the two models operate at f/11 and have a range for flash pictures from 1.2 to 3 metres. With a film pack safety cover in place, accidental flash-firing is prevented.

A red low-light signal appears in the viewfinder when the light level is too low for exposure at f/11 and 1/20 second. A print control (Lighten/Darken) permits manual exposure over-ride up to plus or minus one f/stop.

The Kodak EK4 and EK6 instant cameras focus from 1.1 metres to infinity and are aided by a focus scale in feet and metres, zone focus symbols, and a "zooming circle" distance finder. The zooming circle aids proper focus in the 1.2 to 8 metres range by placing the focus-linked circle around an adult head as seen in the viewfinder. Both cameras have a bright, three-element projected frame viewfinder with a rubber eyecup to aid in eye positioning. A mechanical exposure counter indicating the next picture number is included, and symbols on the counter indicate when the film pack is empty and when a safety cover is in place. The counter is blank when there is no film pack in the camera.

Instant film

Kodak instant color print film offers excellent color reproduction within a rectangular format, producing an image size of 6.5 x 9 cm.

Each picture unit is encased in a tough plastic 19-layer sandwich. A Kodak instant film pack containing 10 picture units has a list price in the U.S. of \$7.45.

The pack is easily inserted into the camera by rotating open a hinged film door at the bottom of the camera. The pack can only be inserted in the correct way, and matched colored loading lines on both film pack and camera assist this operation. An extractor lever facilitates film pack removal.

Whilst plans have not been finalised for the Australian release, Kodak feels that the new instant cameras will complement the sales of conventional cameras and film. The market served by conventional and instant products will continue to grow, generating more business for everyone. The great majority of pictures will be taken by conventional means for many years to come.

Tech-Data: Kodak Instant cameras

KODAK EK 4 Instant Camera



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

Focus
Continuous 1.1 metres to infinity. Zooming-circle distance finder. Focus scale in feet and metres. Zone focus symbols.

Shutter
Electronic — 1/300 to 1/20 sec.

Daylight Exposure
2 apertures (f/16 and f/11) programmed with electronic shutter to provide appropriate exposure. Silicon/photosensor. Red low-light signal appears in viewfinder when light level is under f/11 at 1/20 sec. Print (Lighten/Darken) control permits manual override up to \pm stop.

Exposure Index
Exposure index 150.

Flash
Flipflash.

Flash Exposure Control/range
Camera operates at f/11 for flash exposures. Shutter speed controlled for proper exposure, 1.2 to 3 metres, by automatic focus-linked attenuation of silicon photosensor. Flash will not fire with safety cover in place.

Used Flash Signal
Built into flipflash.

Battery/Battery Check
Uses 1 J-size battery. If battery is good, red light on top back of camera turns on when battery-test button is pushed.

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

Film Advance
Hand crank. Print exits from bottom after 4+ revolutions. Double-exposure protection.

Film Loading
Film door on bottom of camera rotates to permit loading and unloading of cartridge and cleaning of rollers and battery. Film pack and battery may only be inserted correctly. Colored loading lines on film pack and on camera aid in proper orientation. Extractor lever facilitates cartridge removal.

Viewfinder
3-element, projected frame, .53 magnification; zooming circle distance finder coupled to focus between 1.2 and 8 metres.

Exposure Counter
Mechanical counter indicates the number of the next picture unit ready to be exposed. Additional symbols on counter indicate when cartridge is empty and when safety cover is in place. Counter is blank when camera is empty.

Construction
Molded plastic body with metal trim. Padded vinyl insert.

Additional Features
Eyecup
Tripod socket on side of camera
Wrist strap
Recessed area on back of camera accommodates pressure-sensitive monograms supplied with each camera.

Camera Size/Weight (without batteries or film)
9.2 cm deep x 13.4 cm wide x 16.5 cm high
750 grams

ACCESSORY Kodak instant camera case, model A (For models 4, 6)

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

Focus
Continuous 1.1 metres to infinity. Zooming-circle distance finder. Focus scale in feet and metres. Zone focus symbols.

Shutter
Electronic — 1/300 to 1/20 sec.

Daylight Exposure
2 apertures (f/16 and f/11) programmed with electronic shutter to provide appropriate exposure. Silicon/photosensor. Red low-light signal appears in viewfinder when light level is under f/11 at 1/20 sec. Print (Lighten/Darken) control permits manual override up to \pm stop.

Exposure Index
Exposure index 150.

Flash
Flipflash

Flash Exposure Control/range
Camera operates at f/11 for flash exposures. Shutter speed controlled for proper exposure, 1.2 to 3 metres, by automatic focus-linked attenuation of silicon photosensor. Flash will not fire with safety cover in place.

Used Flash Signal
Built into flipflash.

Battery/Battery Check
Uses 2 J-size batteries. If batteries are good, red light on top back of camera turns on when battery-test button is pushed.

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

Film Advance
Electric motor. Print exits from bottom approximately 3 seconds after shutter release is returned. Double-exposure protection.

Film Loading
Film door on bottom of camera rotates to permit loading and unloading of cartridge and cleaning of rollers and battery. Film pack and battery may only be inserted correctly. Colored loading lines on film pack and on camera aid in proper orientation. Extractor lever facilitates cartridge removal.

Viewfinder
3-element, projected frame, .53 magnification; zooming circle distance finder coupled to focus between 1.2 and 8 metres.

Exposure Counter
Mechanical counter indicates the number of the next picture unit ready to be exposed. Additional symbols on counter indicate when cartridge is empty and when safety cover is in place. Counter is blank when camera is empty.

Construction
Molded plastic body with metal trim. Padded vinyl insert. Bright metallic finish.

Additional Features
Eyecup
Tripod socket on side of camera
Wrist strap
Recessed area on back of camera accommodates pressure-sensitive monograms supplied with each camera.

Camera Size/Weight (without batteries or film)
9.2 cm deep x 13.4 cm wide x 16.5 cm high
825 grams.

KODAK EK 6 Instant Camera



How Kodak Instant film works

Processing begins a moment after the picture is taken. Each instant picture literally has its own built-in darkroom where the developing process takes place within minutes after the picture is ejected from the camera.

Each picture unit comprises a cover sheet, an integral imaging receiver (the picture area), a pod containing an activator, and a trap where excess activator is contained. Unlike conventional prints, the instant picture unit has a wide border at one end where the pod is located, and at the other end, the trap which contains a neutralizer and coagulator so the excess activator is safely stored and neutralised. The actual picture area is positioned between the pod and the trap, and is made up of the cover sheet and a sensitised image receiving area. When the picture has been taken and the pod is burst by the camera's processing rollers, the activator is squeezed out of the pod to form a thin layer between the cover sheet and the image receiving area.

The cover sheet, which is a transparent film base, contains a layer which helps prevent curling and a coating of acidic material and timing layers. During processing, the activator fluid from the pod penetrates the emulsion layers of the image receiving area, and begins to eat into the timing layers on the cover sheet.

The acidic material on the cover then neutralizes the highly alkaline activator that has been spread across the image receiving area. The timing layers precisely control the time needed to properly develop the picture.

All this sounds very technical and it is. Several years of research and product development went into producing the new films and cameras. But the important thing is to remember that out of all this research and effort have come products carefully designed to make picture-taking a pleasurable and interesting past-time.