

**New  
from Kodak:  
Movies by the light  
you live in.**



# Movies by the light you live in

Now take movies without movie lights at your dining room table or favourite restaurant. You can do it just by the light of the candles. Shoot campfire scenes, birthday cakes, or a cosy fireplace.

Make movies from one room to another without dragging around awkward electric cords and movie lights. Now you can capture parties, baby's first step, Christmas tree trimming, weddings — by the light you live in.

Capture on-the-spot action at entertainment events. Basketball games, hockey games, ice shows, night football and indoor games, recitals, bowling parties, theatre stagings — all without movie lights.

The super-fast  $f/1.2$  lens in either XL Camera closes down automatically to an effective  $f/36$  so you don't overexpose in bright sunlight conditions. Take a sun-drenched beach, a winter ski outing, a bright tennis court.

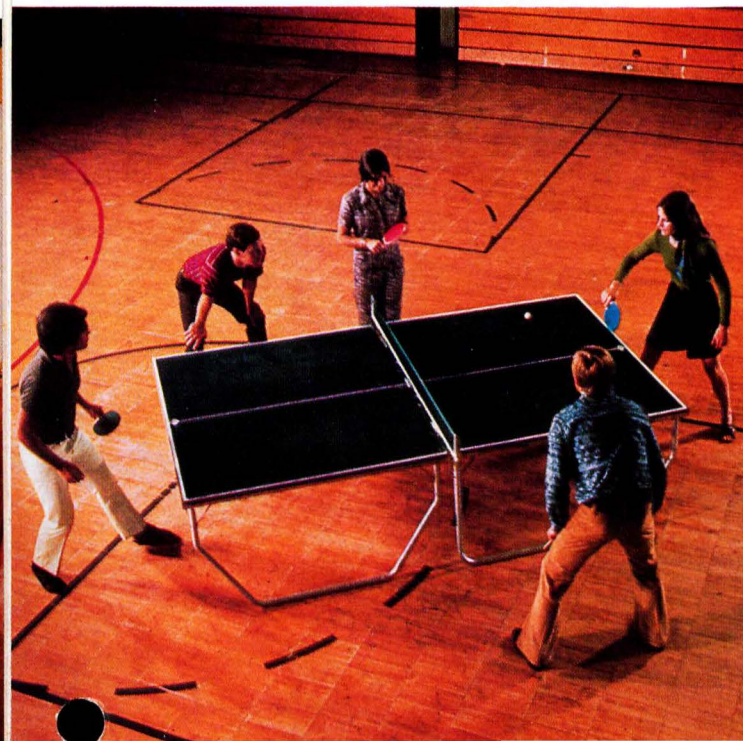
Candlelight



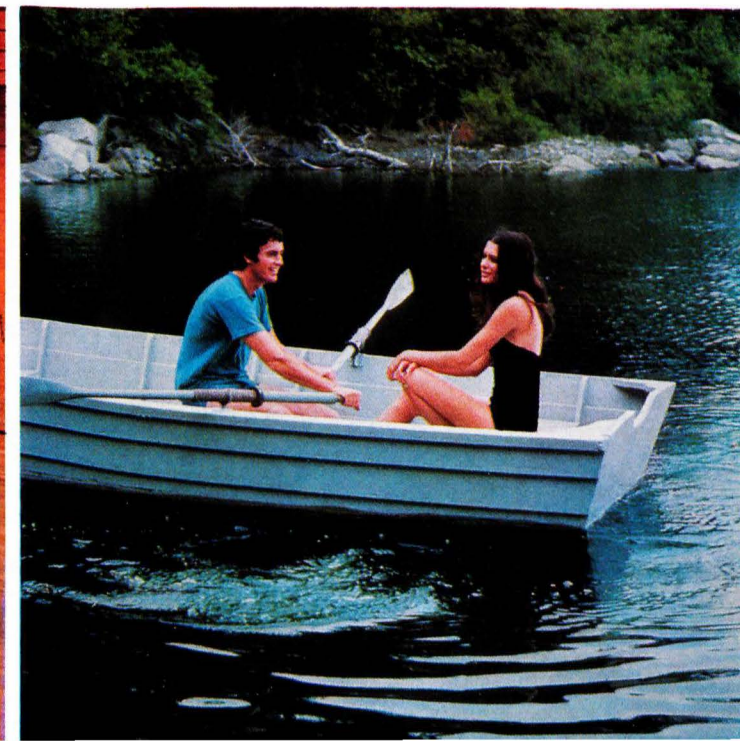
Roomlight



Limelight



Sunlight





## Kodak Ektachrome 160 Movie Film

- Four times as fast as Kodachrome II Film
- Captures life as it really is—by the light you live in
- No more harsh movie lights and squinting eyes



- Can be used in such cameras as the Kodak Instamatic Movie Cameras, Models M24, M28, M7 & M9, within the light range they permit. (Not recommended in bright sunlight with these models).
- KODAK EKTACHROME 40 Movie Film is also available to provide movies under normal lighting conditions.

## Kodak XL 33 Movie Camera

- NEW AND DIFFERENT DESIGN
- EASY TO HOLD
- EASY TO USE
- EASY TO CARRY
- DISTINCTIVE CASE
- F/1.2 EKTAR LENS
- HIGH BRIGHTNESS VIEWFINDER
- 230° SHUTTER
- DOUBLE VANE EXPOSURE CONTROL
- TWO WARNING SIGNALS

Distinctive space age styling.

Grasped firmly by two hands. Pivot point near lens axis. This means steady pictures.

Shutter release in convenient position.

Hangs around the neck like binoculars.

Especially designed for this camera.

Fastest lens available on any super 8 camera.

This allows pictures in low light conditions.

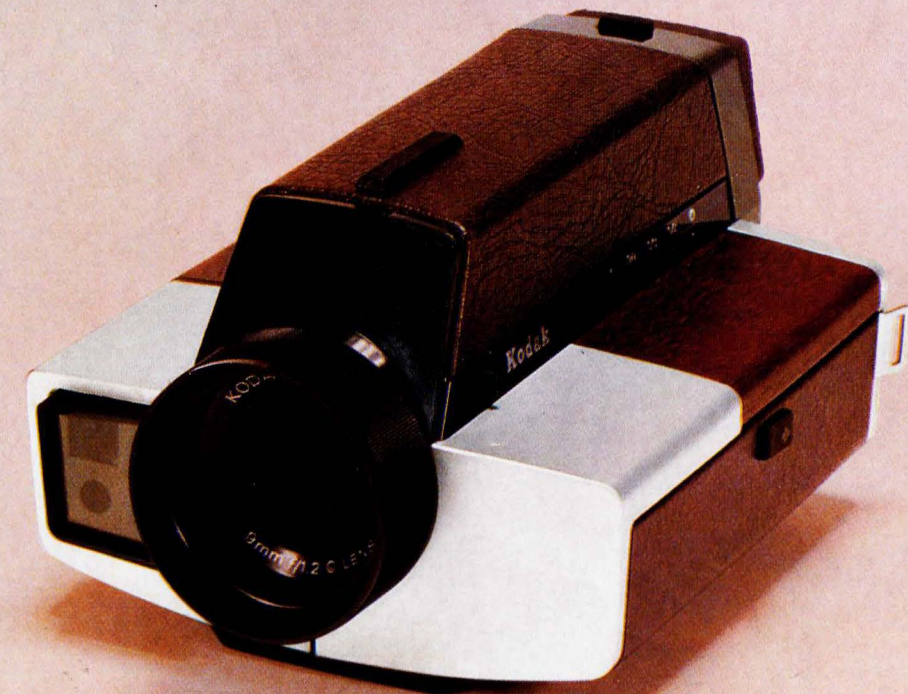
40% more exposure than conventional shutters.

Does not block out light transmission like single vane systems.

(a) Orange signal if not enough light

(b) Red signal warns when 3 feet from end of film.

The Kodak XL Movie Cameras let it all





## Kodak XL 55 Movie Camera

This camera incorporates all the features  
of the Kodak XL33 movie camera

### PLUS

- POWER ZOOM LENS 9mm to 21mm

Permits wide angle to telephoto shots. The extra wide view is especially useful indoors.

- RANGEFINDER

The superimposed image aids the user in focusing for sharp pictures at any distance, and with any position of the lens. This is important because of the small depth of field in low light situations.

let it all happen—by the light you live in



## Advertising

How we will introduce Existing Light Movies  
to the public

Bold 14" x 7 columns advertisements in daily press.

Double spreads in color in the March and April  
issues of Reader's Digest.

A full page in color in Woman's Day during March.

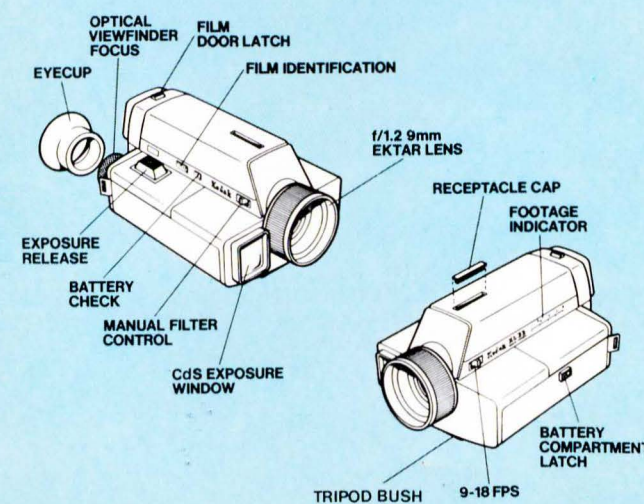
Showcards

Streamers

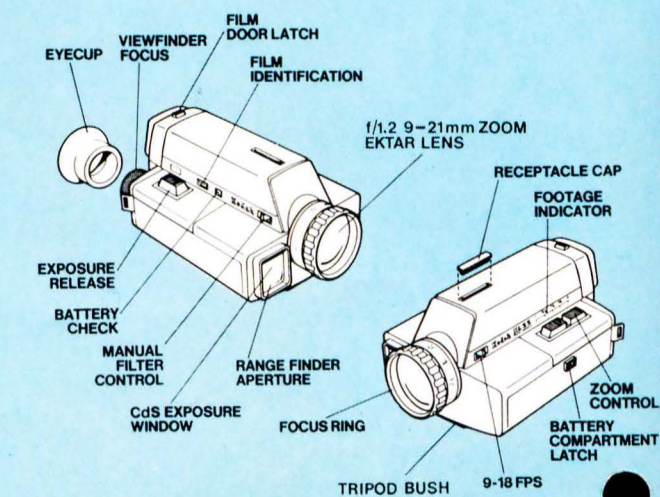
Literature

Your Kodak representative will arrange for your stock  
of cameras and film, and can advise you on your  
point-of-sale material and window display. Any  
promotion you undertake will have all the impact of  
this campaign behind it.

Kodak XL 33 Movie Camera



Kodak XL 55 Movie Camera



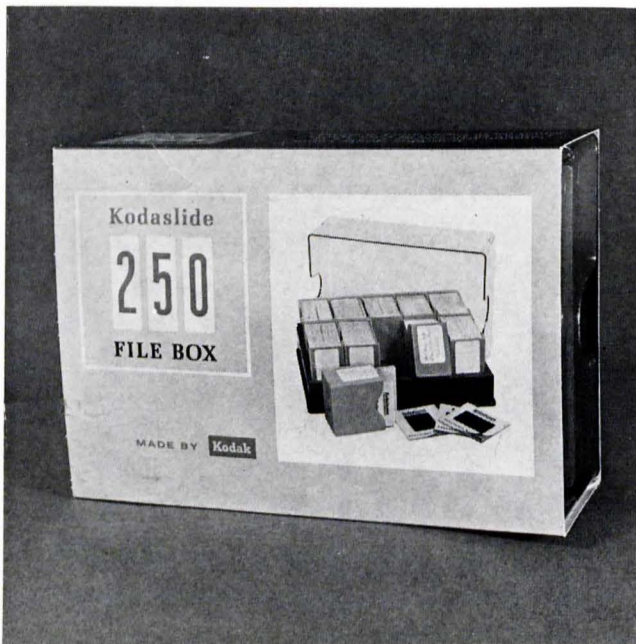


# Just released!

## Kodaslide 250 File Box

An ideal post-Xmas gift. Your customers will now be returning to your store to collect their color slides and this is the time to show them the new Kodaslide 250 file box.

- It has capacity for 250 slides (10 lots of 25 slides) in 2 x 2in cardboard mounts.
- It is very well presented in a dust proof display case.
- There are 10 index labels for purposes of identification of the individual slide inserts.



## Kodak Instamatic Camera Stand

The Kodak Instamatic Camera Stand has just been released for use with Kodak Instamatic cameras operated on an electronic shutter system.

It comes with a 6½ in. cable release and is the ideal product for the camera enthusiast who wants to do a little more.

The camera fits neatly on the stand and lessens camera shake during long exposures.

Naturally close-up photographs are perfect for this combination.

