

Fujica ST 801.

**Once you look through the viewfinder,
you'll never go back to a camera with a needle again.**



The instant you look through the viewfinder of the new Fujica ST 801, you'll see what we mean. Because we've eliminated the needle. And replaced it with what we think is the most advanced metering system in the world—the all-new light emitting diode (LED) metering system.

Here's what we did: Instead of using the conventional CdS meter, the ST 801 uses the revolutionary silicon photo cell. It responds to light variations tens of times faster and more accurately than other systems. And instead of an electro mechanical readout—the needle—the ST 801 has a solid state readout with seven light emitting diodes (LED's). Just like you see in the photograph of our viewfinder on this page. And these bright red LED's actually light up inside our viewfinder as they respond to light variations or the changes you make in F-stop or shutter speed settings.

Also, each one of these diodes, which, by the way, can be seen as clearly in the dark as in the brightest sunlight, represents the difference of one F-stop from the next consecutive diode—the center one indicating correct exposure. So you've got complete control over the exposure of your picture. More control than you ever had with the needle.

In addition, the solid state LED's provide protection against meter deviations caused by concussion,


dust and mechanical failure.

Another thing you'll notice in the viewfinder is nearly 50% more brightness because of a special-coated prism and front-coated mirror. Along with full-aperture metering and speeds to 1/2000 sec. (visible in finder), the ST 801 has split image, microprism and full-screen focusing. These features make the ST 801 viewfinder a truly complete "Control Center."

The ST 801 also offers multi-layer Electron Beam Coating on all ten ST 801 interchangeable lenses. EBC is the unique Fuji process of applying up to eleven coatings on key components of our lenses, assuring you of sharper, clearer, brighter pictures, even in the most difficult back-lighted and strong side-lighted subjects.

But in spite of all these sophisticated features, the ST 801 is extremely compact and light-weight compared to other 35mm single lens reflex cameras. And in addition, it's easy to load, offers complete maneuverability and is simple to operate.

So the next time you find yourself in a unique picture-taking situation, make sure you're using the camera that's unique enough to handle it. The Fujica ST801.

For more information on the Fujica ST 801, contact Ehrenreich Photo-Optical Industries, Inc., Garden City, N. Y., or write Fuji Photo Film. U.S.A., Inc., 350 Fifth Avenue, New York N.Y. 10001. 



**The Fujica ST 801
With the most sophisticated light metering system in the world.**