35 mm SUPER WIDE ANGLE CAMERA

WIDELUX

140°

WIDELUX is the unique camera that can take in a shot the whole range of human vision!!

The picture of a limited range in the left shows one taken by an ordinary 35 m/m camera.

The photograph in the next page is taken by a WIDELUX camera with a super wide angle of 140 degrees.

WIDELUX, with such a marvellous angle that any other camera cannot aspire, is available to any field where a super wide angle is desired, and will originate a new epoch in photography.

By WIDELUX, an enormously wide stadium is taken in the exact range as you see it.

The Tokyo National Stadium rebuilt to be the main field for the Tokyo Olympic Games in 1964. (The Mainichi Shinbun)

By WIDELUX, you can enjoy a picture of an open scene as you see it.

A distant view of Mt. Fuji from Hakone Sky-line. (By WIDELUX camera)

A magnificent view from a high mountain can be thoroughly remembered by the exclusive use of WIDELUX camera.

Ecstasy on the summit of Mt. Norikura, the Japan Alps.

INTRODUCTION

For a long time it has been a cameraman's dream to photograph subjects just as he sees them. To realize this longing many cameras and devices have been planned and produced. Recent developments in them seem to have solved almost all problems except one.

It is the problem of visual field.

A man has a very wide visual field—nearly a semicircle. If we could photograph a wide picture covering all of our visual field, it would be ideal especially for news, documentary film, landscape photograph and so on. There have been some devices for this purpose, such as panoramic camera, widescope camera, or cineramic camera, or wide angled so-called fish-eye-lens, etc., but none has been entirely satisfactory. They are either expensive, or troublesome in use, or dependent on some special technique, or liable to produce a photograph in exaggerated distances and far from reality.

Passing through our long research and tireless experiments, we can now offer you with much confidence our new "WIDELUX", The Dimension Converter. By virtue of its unique mechanism, durable construction, easy

operation, compact size, and above all, by its peerless performance our "WIDELUX" has already won the highest fame and popularity among amateur and professional cameramen, and users for business, technique and research all over the world. Anyone who can use a conventional camara can easily operate the "WIDELUX" and produce most real panoramic, vital photographs.

Many noted photograph and camara magazines and periodicals, such as, U. S. Camera, Modern Photography, Photograph, Look, Amateur Photography, etc. have introduced "WIDELUX" and photographs taken by it. Recommendations for this amazing new "WIDELUX" are very high. In Japan, this camera is very widely used for countless purposes. "WIDELUX" is especially suitable to color photography, because, (a) its super-wide angle matches human visual fields, and (b) the powerful Lux lens of high-fidelity reproduces real natural colors.

You will be amazed by the vitality and reality of photographs by "WIDELUX" camera, the Dimension Converter.

35 mm SUPER WIDE ANGLE 140° CAMERA

The back side of WIDELUX camera when film is rightly loaded.

And, details are...

Size and weight

16 cm × 8.5 cm × 6 cm (6" × 3⅜" × 2⅜") 900 grammes (1 lb. 14 oz.)

The size and weight is similar to an average 35 m/m camera, and easy to carry.

Body

Die-casted aluminum alloy — durably constructed but weighs little. All outside covers and parts are carefully double-coated with aventurine nickel coat for the foundation, and aventurine hard cromium coat for the finish.

Lens Lux F 2.8 26 m/m fixed focus

A best-graded lens made of a special glass and designed only for this camera. Its precision, clarity, and amazingly deep focus range are characteristic. Because of it being a short focused but not a wide angled lens, the Lux has not the shortcoming of exaggeration of distance common to all wide angled lens. And, the most important is that, because it has a fixed focus, you are free from the trouble of focusing subject!

View Finder

A unique super wide angled finder is devised to match exactly the camera's enormous field of coverage. Using any ordinary 35 m/m camera with wide angled lens, you are always troubled by choosing suitable areas as there is no view finder matching the lens. By our "WIDELUX" you will be free from the trouble!

Spirit-Level When a tripod is attached, the level insures the right posture of the camera that keeps off any distortion in the picture.

Photographic Angle (field of coverage) Horizontally 140 degrees and vertically 55 degrees!
This is an ideal angle, because it is quite same as human visual field.

Shutter 1/10, 1/100, and 1/250 of a second. Slit open focal plane type with click stop.
The shutter mechanism is similar to the transmission gear box of a motor car. The shutter speed is 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.

Film Counter Automatic zeroing type.

Exposed number is indicated in the window. When the back cover is removed for film loading, the indicating number automatically returns to zero.

Film to be used

Any 35 m/m film of mono-color or multi-color in the market will do. Standard film (36 pictures by ordinary camera) gives 21 exposures and shorter film (20 pictures by ordinary camera) gives 11 exposures.

Size of the Negative 24 m/m × 60 m/m (1″ × 2⅓″)

For enlarging, all enlargers in the market may practically be used.

Miscellaneous

Anti-frictional, high graded ball bearings are used for rotating parts. Where extra strength is required, because of the heavy load, heat-treated and hard cromium coated steel gears are used. All manually operating parts are located on the top of the camera to facilitate operations. The appearance is compact and beautiful.

Pictures of sight-seeing can best be admired by the use of WIDELUX camera.

A distant prospect of Mt. Nantai from the lake of Chuzenji, Nikko.

A most exciting moment in a basket ball game.

(By the Wisconsin State Journal, Madison, Wis., U S A)

WIDELUX only can take a very open scenery in a shot.

A famous Swedish church in winter (By WIDELUX camera)

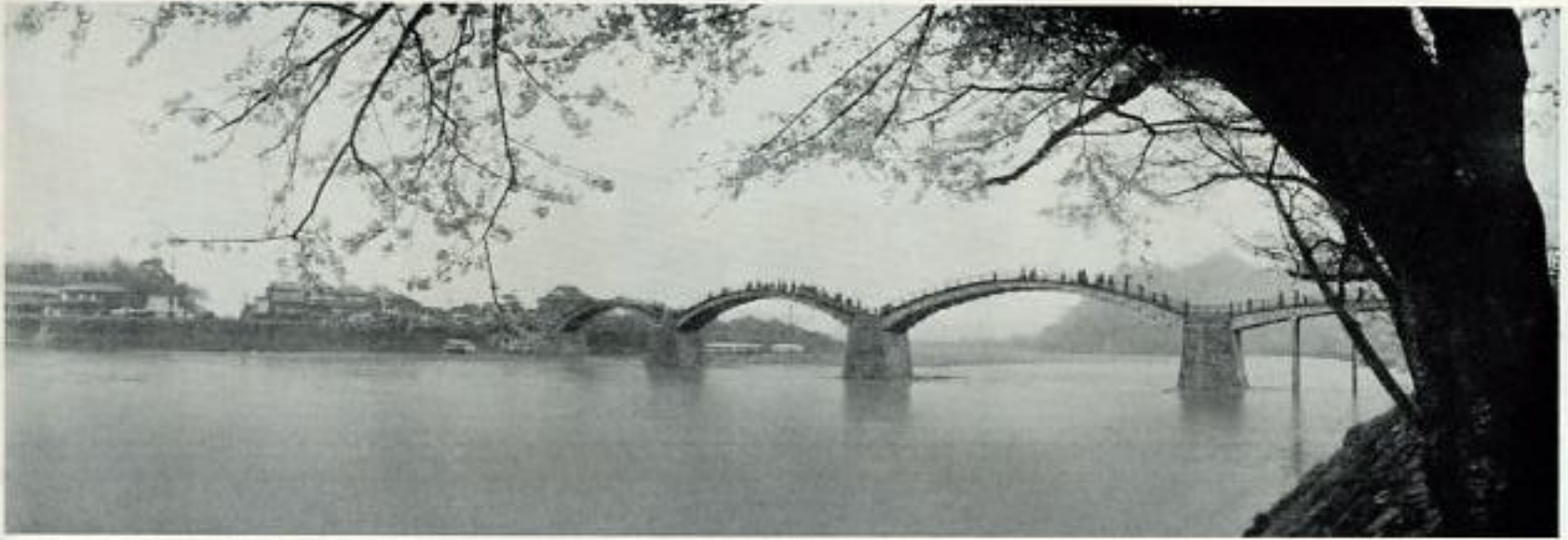
You cannot fully enjoy a picture of a gorgeous room without the help of WIDELUX camera.

A restaurant in Kuwait. (By Messrs. Yousef Homaizi & Sons, Kuwait)

WIDELUX is available to such a huge pleasure-resort.

A mammoth swimming pool at Ikebukuro, Tokyo. (By the Bungei Shunjusha, Ltd.)

By WIDELUX only you can fully enjoy an open prospect.



Famous Kintai drum-shaped bridges, Iwakuni, Yamaguchi Pre., Japan. (By WIDELUX camera)

Even in a limited room, WIDELUX can take picture of every nook and corner in a shot.

An interior picture of a plane-carrier. (By the US Navy)

WIDELUX only can record wide ranged pictures of importance in a shot.

On the board of a plane-carrier. (By the US Navy)

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