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A SYMBOL IS A PROMISE



Official Photographic consultant
to World Championship Tennis



Contributed to
the U.S. Olympic
Committee



Official 35mm camera of
the PGA



THE OFFICIAL PHOTOGRAPHIC CONSULTANT TO
80 U.S. OPEN TENNIS CHAMPIONSHIPS



THE OFFICIAL
35MM CAMERA OF
THE 1980 OLYMPIC
WINTER GAMES



The Official Camera of
Madison Square Garden



OFFICIAL CAMERA
LONG BEACH GRAND PRIX



The Official Camera of
United States Auto Club



The Official Camera of
Watkins Glen

Canonet

28

Snap the Happy Times Day 'n' Night



Canon

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PUB.C-CE-079U

0580B60

PRINTED IN JAPAN



THE OFFICIAL
35MM CAMERA OF
THE 1980 OLYMPIC
WINTER GAMES

Canon

8 Main Features of the Canonet 28

1 An exceptionally accurate EE mechanism, fully coupled to ASA film speed, programmed shutter speeds and aperture, enables the Canonet 28 to perform perfect exposure metering in daylight. At night, or in dim light, too, the camera's circuitry provides automatic flash control with the Canolite D to extend the ability to obtain perfectly exposed candid shots literally around the clock.

2 The Canonet 28 has a 40mm lens with 4 elements in 3 groups that assures high resolving power for clearly contrasted images, as well as excellent reproduction of natural colors.

3 The bright viewfinder with coupled double-image superimposing rangefinder makes focusing extremely easy. It is simply a matter of making the two images become one. It also contains the photographic information you may want to know.

4 Controls have been simplified for the greatest ease of handling so that, even without the least experience, anyone can take memorable snapshots anywhere.

5 Weighing only 540 grams, the Canonet 28 is so compact it can be slipped into a pocket or a small handbag for carrying around, always ready to take splendid photographs.

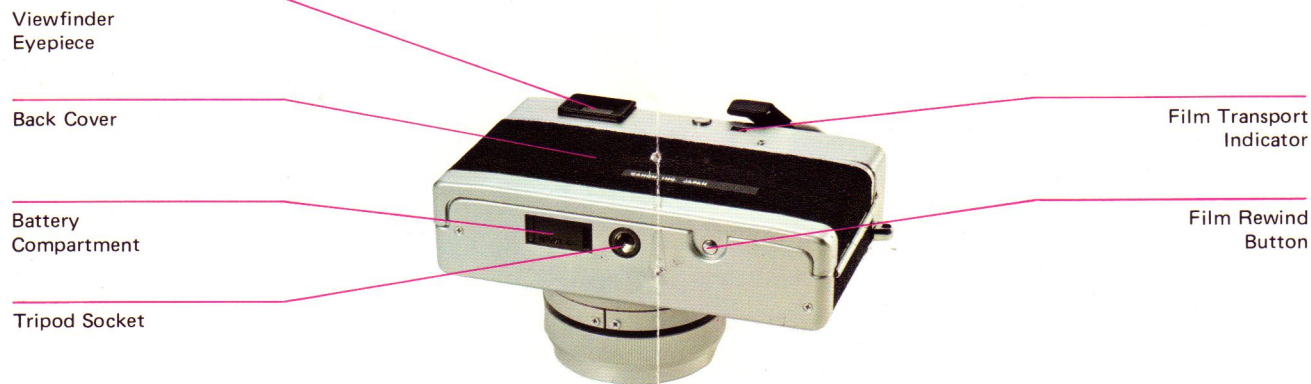
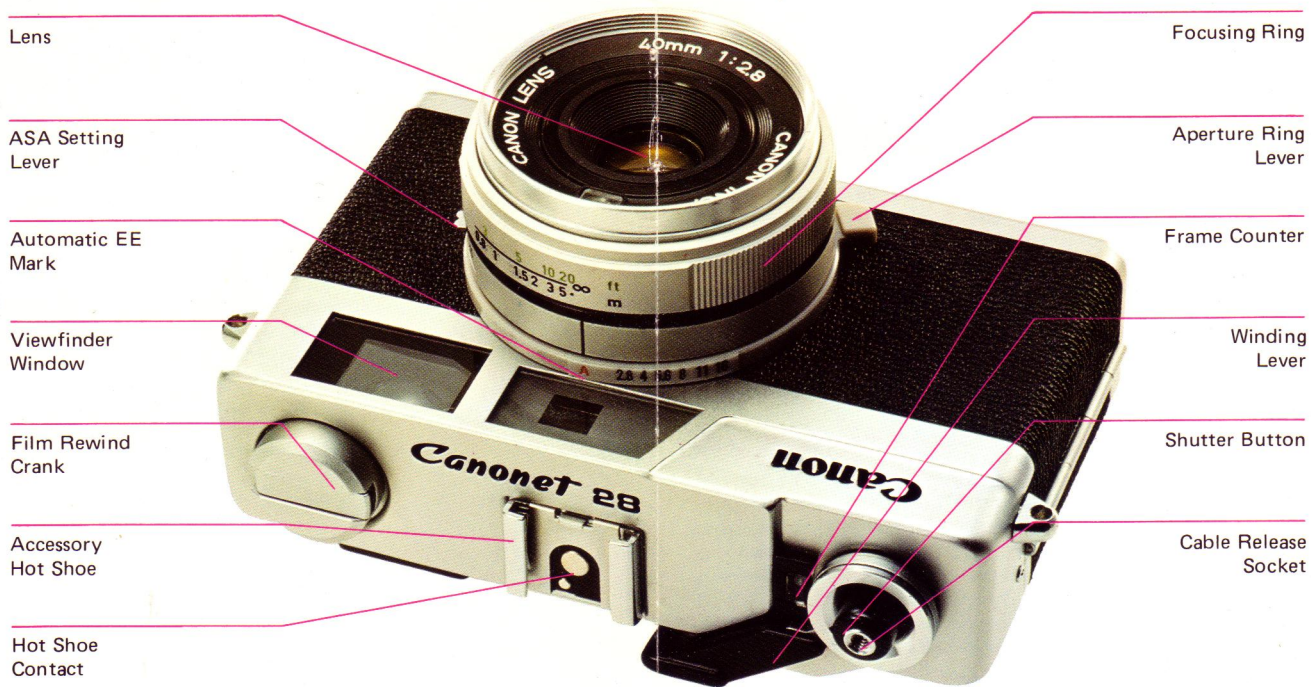
6 With the Canolite D, flash control is fully automatic, eliminating the need for bothersome calculations. Other flashes can also be used with the Hot Shoe Adapter, by simply turning the aperture ring.

7 To make sure you don't waste film or miss a shot, the shutter button is automatically locked if shutter speed is not correct or if the subject is too near or too far for good flash snapshots.

8 For even more versatility, there are various optional accessories besides the Canolite D and the Hot Shoe Adapter, including remote control releases, the Self-Timer 8, Lens Hood 4, and filters.



NOMENCLATURE



Day and Night EE Exposure Control



If you haven't heard of the Canon Auto Tuning system, the Canonet 28 has it to show you how it provides perfectly automatic flash control when the dark sets in or the light is not enough. The shutter speed, once the Canolite D is mounted, automatically becomes 1/30 sec, and aperture control is also automatic. In daytime, too, the Electric Eye mechanism is fully coupled to film speed, programmed shutter speeds and f/stops.

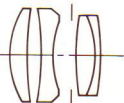
Programmed Electric Eye System

The Canonet 28 is designed to carry out automatically for you those adjustments taking pictures usually requires. Its Programmed Electric Eye System does away with such things as aperture and shutter speed settings. You simply have to focus and shoot for perfectly exposed photographs always. There is nothing else to worry about. And focusing itself couldn't be easier. When the double image in the viewfinder fuses into one, you can press the shutter button and be sure of splendid results. Various accessories available optionally further extend the camera's performance with no difficulty at all.



Sharp Canon Lens

For good picture-taking, the lens is all important. The Canon brand underwrites this camera's sharp, quality lens. Its f/2.8 speed, with 4 elements in 3 groups, boasts high resolving power and contrast, as well as vivid reproduction of natural colors over the whole picture area with none of those blurred details that can spoil an otherwise beautiful souvenir.



SPECIFICATIONS

- **Type:** 35mm leaf shutter type rangefinder camera with Electric Eye
- **Picture Size:** 24 x 36mm
- **Lens:** Canon lens 40mm f/2.8; 4 element, 3 group construction
- **Viewfinder:** viewfinder combined with rangefinder, bright frame with parallax correction marks; shutter speed scale and over/under exposure warning marks visible.
- **EE Mechanism:** built-in exposure meter with CdS photocell for fully automatic exposure control; programmed shutter
- **Exposure Meter Coupling Range:** EV8 (f/2.8, 1/30 sec.) to EV17 (f/14.5, 1/620 sec.) with ASA 100 film; Shutter locks outside of coupling range.
- **Film Speed Scale:** ASA 25-400
- **Shutter:** programmed; range: 1/30 sec., f/2.8 to 1/620 sec., f/14.5
- **Power Source:** one 1.35V M20 (#625) mercury battery
- **Flash Photography:** automatic flash with the Canolite D; Conventional flash photography possible with manual aperture control.
- **Flash Contact:** only direct contact CAT type
- **Flash Synchronization:** X synchronization at 1/30 sec.
- **Film Loading:** easy loading via multislit spool
- **Film Advance:** by rapid advance lever; single-stroke type; automatic setting to first frame; built-in film transport indicator
- **Frame Counter:** automatic resetting when camera back is opened
- **Film Rewinding:** Performed with button on camera bottom and rewind crank.
- **Filter Size:** 48mm
- **Size:** 125 x 75 x 61mm (4-15/16" x 2-15/16" x 2-3/8")
- **Weight:** 540g (1 lb. 3-3/8 ozs.)

Subject to change without notice.

