



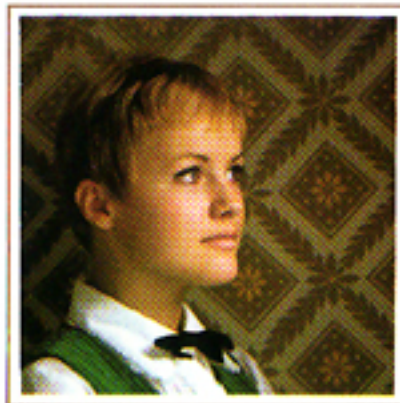
A FAST 40MM ROKKOR LENS

The Hi-matic C's 40mm F2.7 Rokkor Lens is the fastest lens available among all the compact 35mm cameras on the market today. It's a real professional-quality lens, made exclusively by Minolta for the Hi-matic C, and designed for years of precise photography.



SPECIFICATIONS

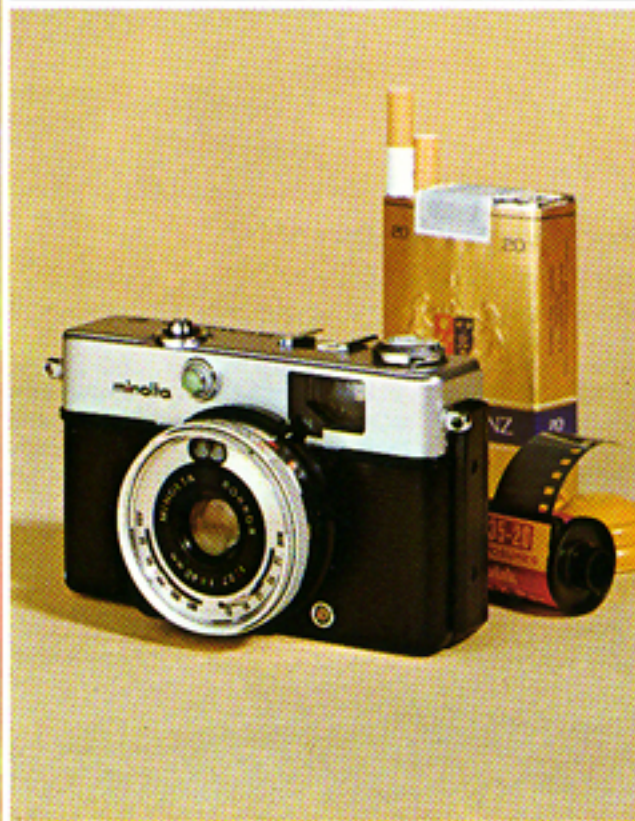
35mm full-frame compact camera with Seiko two-speed shutter and retractable lens barrel. Rokkor Lens 40mm F2.7, 3 elements in 3 groups, with angle of view of 50.7°. CdS electric eye exposure meter coupled to film speed and shutter speed settings. Focusing with three-zone click stop. Bright frame viewfinder with parallax correction, F-number scale, exposure warning, and zone focusing marks visible in finder. Lever type, quick wind film advance automatically cocks shutter, advances film counter and prevents double exposure. Accepts standard 35mm film, 12, 20 or 36 exposures. Film speed range ASA 25 to 400 (DIN 15 to 27). Weight: 14.8oz. (420gr.). Size: $4\frac{3}{4} \times 2\frac{3}{4} \times 1\frac{7}{8}$ inches ($122 \times 71 \times 47$ mm).



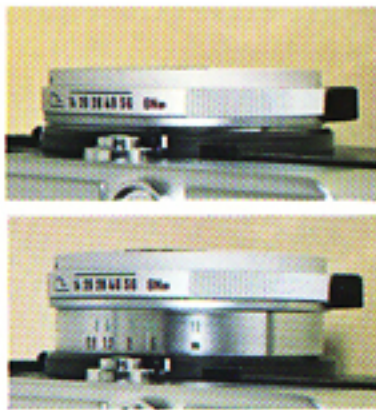
MINOLTA MEANS BETTER PICTURES

Minolta
MINOLTA CAMERA CO., LTD.

MINOLTA HI-MATIC C



An ultra-compact, full-frame
35mm camera
with retractable Rokkor Lens



LIGHTWEIGHT, COMPACT, HIGHLY VERSATILE

Minolta's little Hi-matic C weighs only 420 grams (14.8 ounces), fits in your pocket or purse, and still provides full frame 35mm performance. Superbly designed and only slightly larger than a package of cigarettes, this new camera features an unusual retractable lens barrel with automatic shutter lock for even more convenience and compactness. When you're not using the camera, the lens barrel retracts out of the way into the camera body. For picture-taking, press the green button above the lens barrel and the lens pops out. This green button responds to a light finger touch, adds to the overall convenience of using the Hi-matic C.



CONTROL CENTER VIEWFINDER AND ELECTRIC EYE SHUTTER

Get perfectly-exposed pictures everytime with the Hi-matic C's easy-to-use, automatic electric eye shutter speed, simply choose the sunny weather (☀) or cloudy weather (☁) symbol mark on the lens barrel. A needle visible in the viewfinder will tell you if there is enough light for a good photograph. Three additional symbols engraved on the lens barrel, on visible as you glance through the finder, help you focus with perfection for distant or medium distant shots, and close-up photography. Estimated distance from camera to your subject is also engraved on the lens barrel.



AUTOMATIC FLASH PHOTOGRAPHY

The Hi-matic C's versatility extends all the way to an automatic flash system that lets you take perfect, simple flash photos without difficult calculations. The camera takes a cord and cordless contact flash unit, such as the Minolta Duo-Fit S Flashgun. When your flash unit is secure, simply match the guide number (conveniently provided on the back of the camera for reference) to the index on the shutter ring. The Hi-matic C's automatic aperture control does the rest, giving you perfect flash pictures everytime.

