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*Linhof*

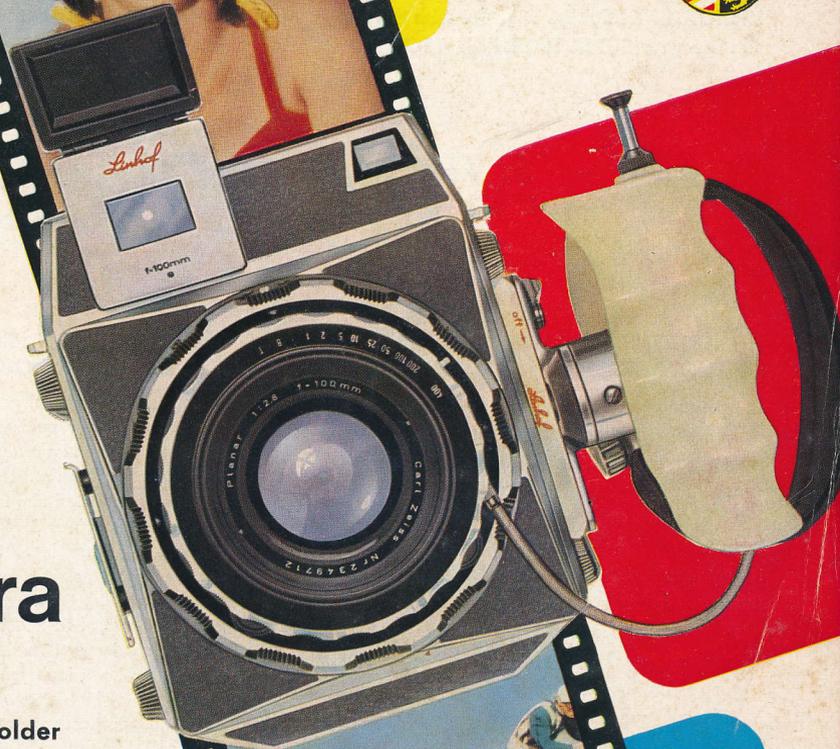
# A new Era

with the CINE ROLLEX Holder

in the LINHOF IDEAL FORMAT

56 x 72 mm

2<sup>1</sup>/<sub>4</sub> x 2<sup>3</sup>/<sub>4</sub> in.



The value of your camera has increased substantially! Owners of LINHOF cameras will now be in a position to use the new 70 mm film for the first time. We give our friends the key to the advantages of this new photographic system in the form of the LINHOF CINE ROLLEX. Together with this holder you can use your SUPER TECHNIKA, TECHNIKA PRESS,

the AERO TECHNIKA, the COLOR, and even the KARDAN COLOR for more than 50 exposures without interruption, film change and if desired in rapid succession! The CINE ROLLEX uses the LINHOF ideal format  $2\frac{1}{4} \times 2\frac{3}{4}$  in. (56 x 72 mm).

The perforated 70 mm film has no paper leader and thus it is possible to use bulk loading stock. Day-

# A "Long-Play Holder"

## A MILESTONE IN THE HISTORY OF PHOTOGRAPHY!

Importance and bearing of new developments are not always understandable at first sight. This was also the case when for the first time perforated 35 mm Cinefilm was used for the Leica camera. Who would have foreseen at that time that this was the beginning of a new era in photography? It must be realized today that the introduction of the 70 mm film in the medium format is another milestone in photography. Experienced specialists have done intensive pioneer work for several years in order to make the advantages of the 70 mm film available on a broad basis. These endeavours lead to the development of the CINE ROLLEX HOLDER which offers new ways of a versatile, more perfected working method. The CINE ROLLEX has introduced a new era in photography. You have now the opportunity to use the advantages of the 70 mm film right from the beginning!

## THE CONVERSION FROM 35 mm TO 70 mm FILM IS A DEMAND OF OUR TIME!

In our age of technical perfection, of ever increasing demands for greater quality and the general trend to the larger negative, in an era where good things are put aside in order to choose the better, the new 70 mm system with its 70 mm perforated film follows the rigid requirements of the present time. This development is also observed in present-day movie making. At twice the width of perforated Cinefilm it was possible to increase the area of the negative format from 864 to 4032 sq. mm. The CINE ROLLEX has the format of 56 x 72 mm, which means that it is more than 4 times larger than the common 24 x 36 mm format of the 35 mm film. It is therefore larger than the minimum requirements for high class transparencies and negatives used for printing purposes and at the same time it is small enough to be used in standard 85 x 85 mm slide projectors.

## WIDE RANGE OF FILM MATERIAL AVAILABLE!

Arrangements have been made that you can obtain almost all popular film types in the form of 70 mm perforated film.

light cartridges allow to insert the film into the CINE ROLLEX everywhere. An exposed portion of the film can be cut off at any time for development and thus the photographer has not to wait until he has fully exposed his film. Arrangements were made for home-development of the 70 mm film by a suitable developing tank.

In short: The advantages up till now only available to miniature photographers are now also offered for all LINHOF photographers!

This is one important reason for all photographers who could not decide to use the large format in photography and to follow the large number of successful LINHOF photographers!

# for 53 Exposures

In most cases it will be possible to continue working with the same film emulsion which one was used up till now. During the first time of introduction it will be possible to buy 70 mm perforated film from Linhof dealers until this film is generally available through the photographic trade. Besides the common film types there is also available the so called Agfa registration film material used for many special purposes.

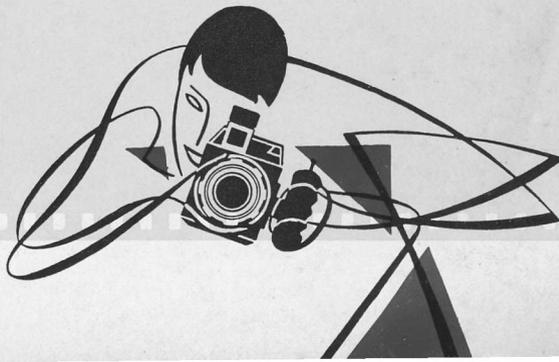
## DAYLIGHT CARTRIDGES – BULK LOADING FILM STOCK

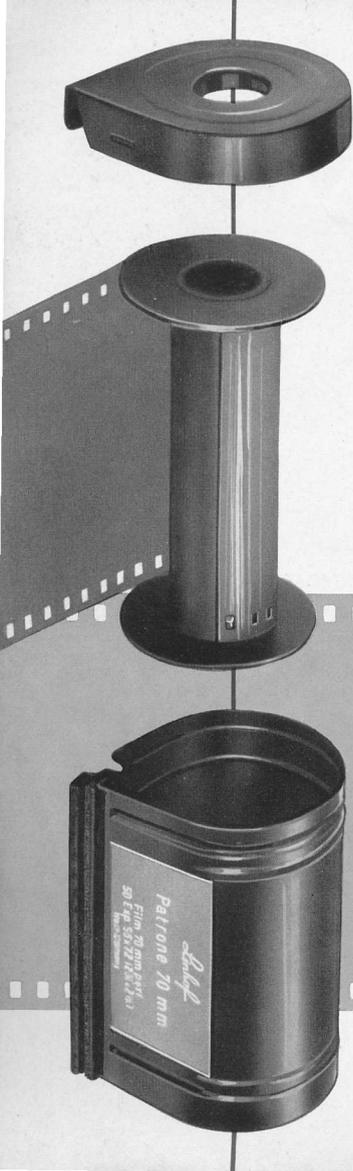
Now we have a special surprise for you:

A paper leader is no longer required! This has two important advantages: First, the film can be loaded by yourself from bulk loading stock which is a great cost saving factor. Second, the photographer is in a position to cut off the film before finishing the complete roll in order to have his exposures processed quickly. The remaining film can be used by feeding it in a new empty cartridge. We supply 70 mm perforated film in bulkloading stock of 9 ft. length for loading your own cartridges.

## ANOTHER ADVANTAGE FOR OUR LINHOF FRIENDS!

Those photographers who already own a Linhof camera can easily utilize the advantages of this new photographic system by buying a CINE ROLLEX HOLDER which is available for all Linhof photographic equipment. With the help of this precision cassette you are now in a position to use the manifold possibilities of your camera to a still greater advantage, especially in press photography, travel and expeditions, sports and action, longer series of photo-





graphs, and especially aerial photography, because the CINE ROLLEX offers you:

### **THE EXCEPTIONAL CAPACITY OF MORE THAN 50 EXPOSURES!**

Yes, you are right! Up to 53 exposures without film change, without interruption, with quick advance lever can be taken in the CINE ROLLEX in the LINHOF Ideal Format 56 x 72 mm. This opens new unlimited possibilities. The CINE ROLLEX holder has a fully automatic counter and advancing of the film is done by a single movement of the transport lever. An additional control window allows the observation of the film movement. Sprockets and a pressure plate guarantee equal tension and perfect positioning of the film in the focal plane. The precision of the camera and the high quality of the lenses can be utilized to the fullest possible extent. We are pleased to be able to supply you after more than two years of highly actual experimental work and after the CINE ROLLEX was tested around the world in all climates, an accessory which is absolutely foolproof and shows an ease of operation which is just ideal.

The CINE ROLLEX carries the LINHOF trade mark with full justification.

The new CINE ROLLEX will hold what the name LINHOF promises and what you expect from a precision made accessory.

### **A NEW FILM – A NEW HOLDER – A NEW SYSTEM!**

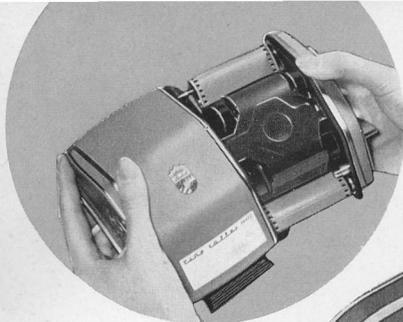
The film and the holder alone would not be a complete system. How to develop a film of 13 ft. length? How to dry such a film and how to feed it to the reel of the developing tank? No worries! We have thought of everything: For feeding the film on the developing reel we have the LINHOF Film Winder, for the development a special tank is available and for drying a special stainless steel drying frame has been designed. There is also an ever-ready case for two full cartridges ready to be inserted into the CINE ROLLEX. This rounds off the 70 mm system which is part of the big LINHOF system and connected with it in a logical manner. With the LINHOF Enlarging Attachment and the Accessory Stand for example you can enlarge your 70 mm negatives. You can make colour transparencies or colour negative enlargements with the help of the LINHOF Colour Separation Filter Attachment and with the LINHOF Projector mounted on a LINHOF Projector Platform you can also project your colour transparencies.

### **THE HEART OF THE CINE ROLLEX**

the LINHOF 70 mm cartridge consists of the reel with a very convenient and ingenious device for holding the film end, the cartridge case and cartridge cover.

# Linhof cine rollex

56×72



## THE EVER-READY CARTRIDGE CASE

for suitably prepared film cartridges cuts down the time for film change considerably. This is a very convenient accessory which helps to increase camera readiness and ease of operation.



## FILM MATERIAL

The film material required for the CINE ROLLEX becomes available for the first time in many countries. It is a 70 mm wide perforated film without paper backing. Until generally available this film will be sold through LINHOF dealers. The 70 mm film is already made with various emulsions and film speed in both black-and-white and colour. For special applications there will be available 70 mm perforated documentation paper, which is intended for oscilloscope photography and registration of other data.

All types of 70 mm film are used in the CINE ROLLEX by means of film cartridges. These 70 mm cartridges can be loaded in daylight. Empty cartridges can be reloaded from bulk stock by the photographer himself. The cartridges contain normally a film length of 13 ft. for about 50 exposures in the format 56 x 72 mm. A paper leader is not required. Partially exposed film can be cut off and developed whereas the remaining film can be used by feeding it into an empty film cartridge. The film is advanced by means of the transport lever whereby each exposure is counted automatically by a build-in film counter.

The perfect functioning of the CINE ROLLEX can be observed by a separate control window.



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cine rollex

FOR ALL

LINHOF CAMERAS

The CINE ROLLEX will find its favourable application in uninterrupted shooting sessions where a large number of exposures must be made in rapid succession, primarily in

News and magazin coverage  
travels and expeditions

as well as

aerial photography

registration

instrumentation

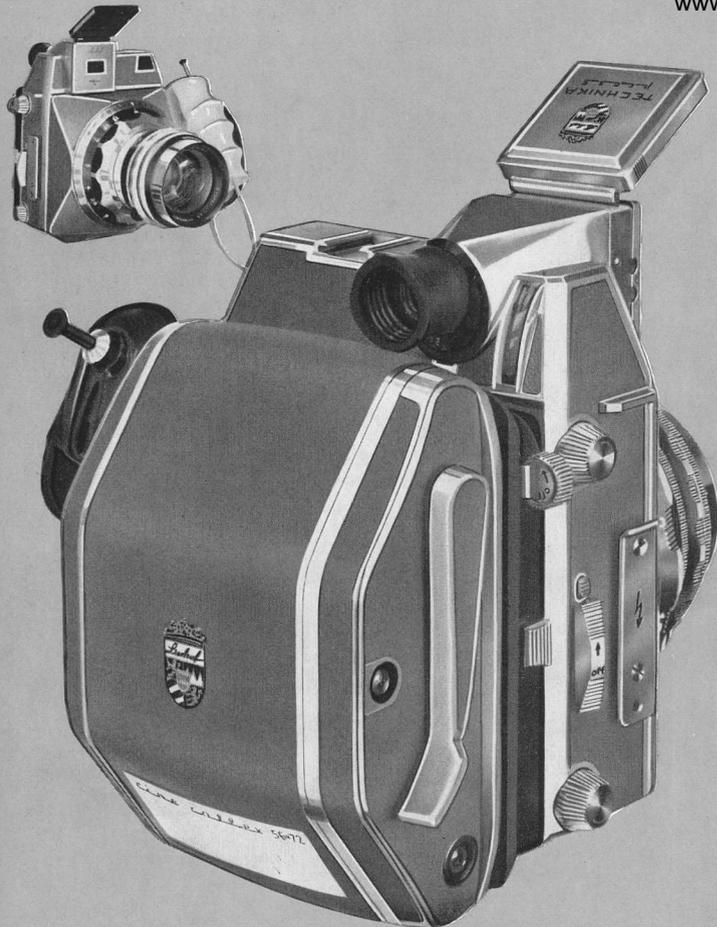
documentation

industrial photography

is available in two versions: for the TECHNIKA PRESS, the SUPER TECHNIKA 2 1/4 x 3 1/4 in. with quick change back as well as for the SUPER TECHNIKA 4 x 5 in., the COLOR 4 x 5 in. and the AERO TECHNIKA 4 x 5 in. With the help of suitable reducing backs it is also possible to use it on the SUPER TECHNIKA 5 x 7 in. and the KARDAN COLOR 5 x 7 in. and 8 x 10 in. view cameras. Adapt the CINE ROLLEX to the wide range of LINHOF cameras with the same speed and ease of handling as you are used to with your perfectly designed Super Rollex back. Using 70 mm film in the LINHOF CINE ROLLEX!

THESE ARE THE MOST IMPORTANT ADVANTAGES OF THE CINE ROLLEX:

Possibility of long shooting session up to 53 exposures. Film change in daylight. Possibility to use bulk loading film material. No waiting for the last exposure on the film. Exposed film can be cut off and developed. Film processing with the LINHOF system tight up to the finished colour enlargement. Unsurpassed focal plane positioning and therefore absolute sharpness. Favourable conditions for projection.



*Linhof*

TECHNIKA  
press

6,5 x 9 cm

2 1/4 x 3 1/4 in.

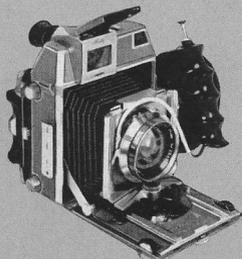
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*cine rollex*

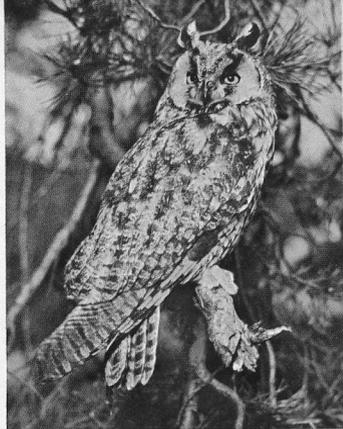
**THE NEW CINE ROLLEX MAKES THE TECHNIKA PRESS EVEN MORE VERSATILE**

In this combination the TECHNIKA PRESS, especially used in press, sports, travel and aerial photography will obtain unsurpassed properties. The CINE ROLLEX is attached in seconds by means of the quick change mechanism. Without complication the ground glass back for use of double holders for plates and cut film and film pack adapters is ex-

changed against the CINE ROLLEX and vice versa. Considering this high grade Zeiss optical equipment and the automatic coupling of lenses with the multifocus range-view finder it is true that the most exacting requirements of professional photographers are perfectly fulfilled and are in no way second to any other equipment.



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*Linhof*

*super*

**TECHNIKA**

6,5 x 9 cm

2 1/4 x 3 1/4 in.

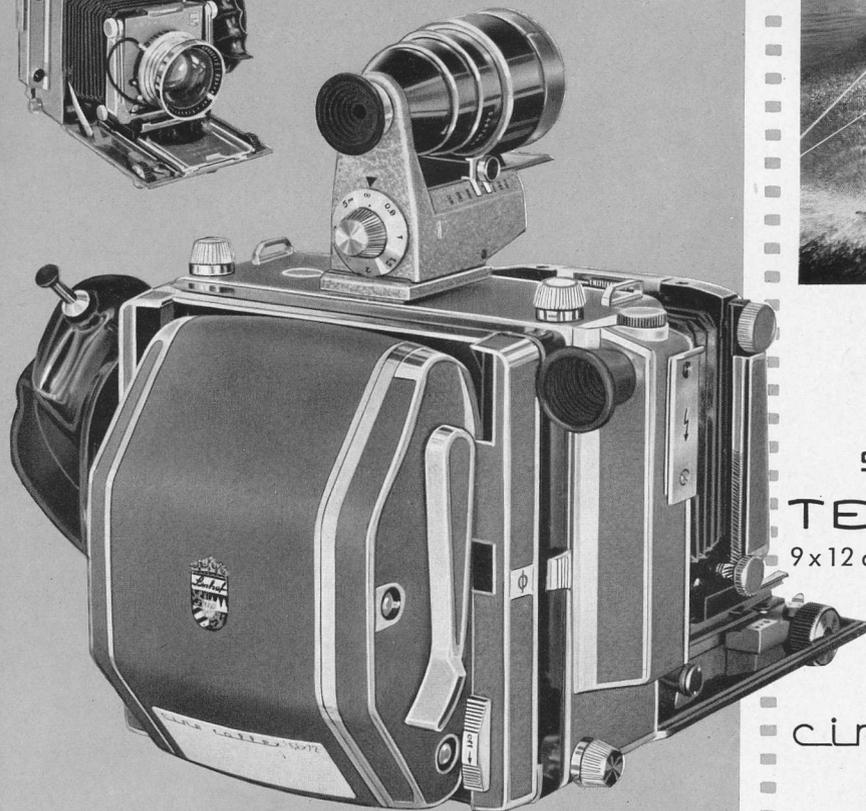
with

*cine rollex*

#### **MORE VALUE**

is put into the SUPER TECHNIKA 2 1/4 x 3 1/4 in. by the fact that now also the advantages of the 70 mm film can be utilized by means of the CINE ROLLEX. Long series of photographs taken during press, advertising or travel assignments as well as in science and technology are now

greatly facilitated by using the LINHOF CINE ROLLEX HOLDER. It is quickly exchanged against the ground glass back by means of the quick change mechanism. In the same easy way it is possible to carry out ground glass adjustments (camera tilts and swings) when working with the CINE ROLLEX



*Linhof*

super

TECHNIKA

9x12 cm

4x5 in.

with

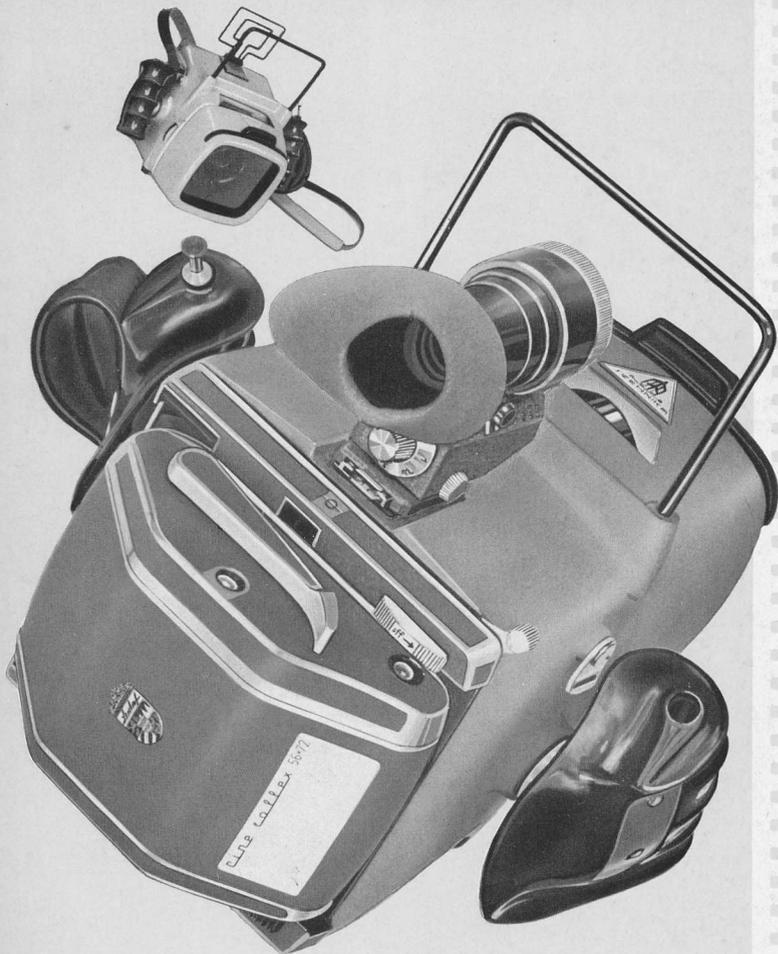
*cine rollex*

#### WIDEN THE SCOPE OF YOUR CAMERA!

For photographs in the reducing format 56x72 mm the advantages of the 70 mm film have now also become available for the SUPER TECHNIKA 4x5 in. by means of the CINE ROLLEX. This new holder is attached in the same manner as the SUPER ROLLEX. The ground glass frame is removed and the CINE ROLLEX attached and held in place by the locking slides of each side of the camera back

frame. After attaching a 56x72 mm mask on the Universal Finder of the camera it is possible to focus with the coupled multifocus range finder.

Never before in the history of photography has a 4x5 in. camera become so versatile and fast handling for press photography and other photographic applications where long series of photographs are required.



*Linhof*

aero

TECHNIKA

9x12 cm

4x5 in.

with

*cine rollex*

#### IT IS OF GREAT IMPORTANCE

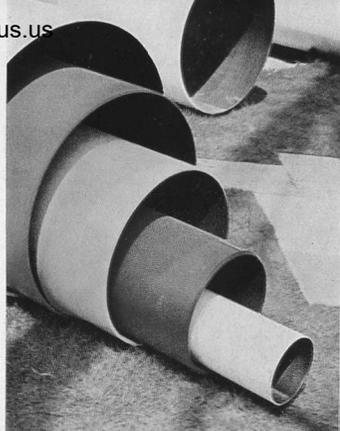
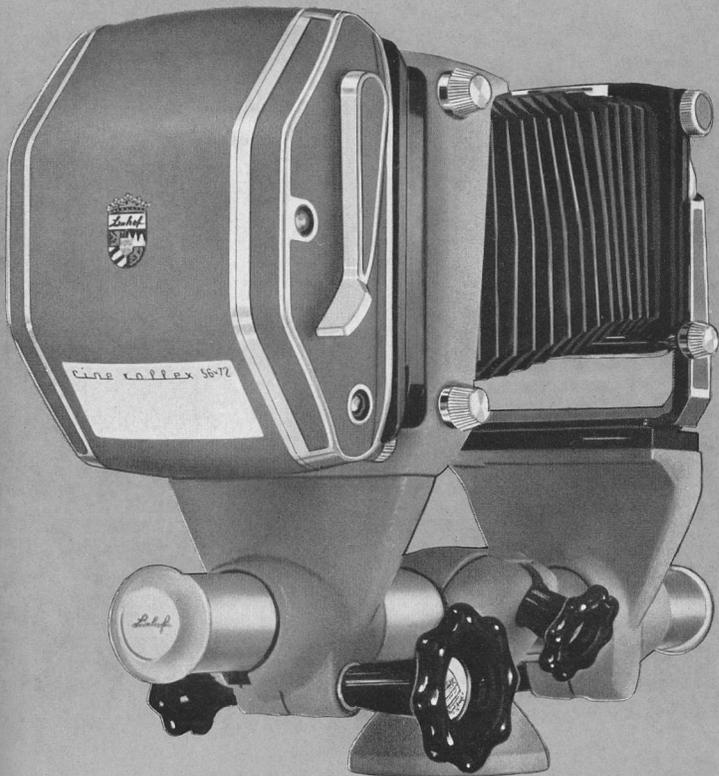
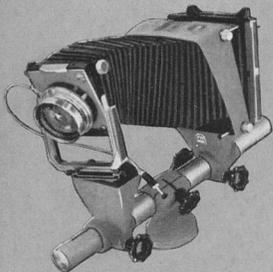
to take the largest possible number of photographs on one approach. This truth can be confirmed by many specialists. The LINHOF AERO TECHNIKA in connection with the CINE ROLLEX has now become the ideal instrument to fulfill such exacting requirements! More than 50 exposures can be taken without changing the negative holder. For framing

of the reducing format 56x72 mm the Optical Aero Universal Finder with finder mask is perfectly suited. It can be adjusted for all available focal length lenses.

A long felt need of the aerial photographer has now been fulfilled by the availability of the CINE ROLLEX.

### IDEAL FOR TRIPOD TAKEN PICTURES

with ground glass focusing since this offers possibilities for long series sequence shots which can so often be of great advantage. Such as for portrait studies and passport shots and also for pictures used in advertising work, transparencies for motion picture theaters, registration and archive work, scientific and technical series photography, the CINE ROLLEX 56 x 72 mm together with the COLOR 2 1/4 x 3 1/4 in. and 4 x 5 in. offers excellent possibilities for photography of this kind. The quick change back is used with the COLOR 2 1/4 x 3 1/4 in. to exchange the ground glass frames and CINE ROLLEX.



*Linhof*  
color

6,5 x 9 cm

2 1/4 x 3 1/4 in.

9 x 12 cm

4 x 5 in.

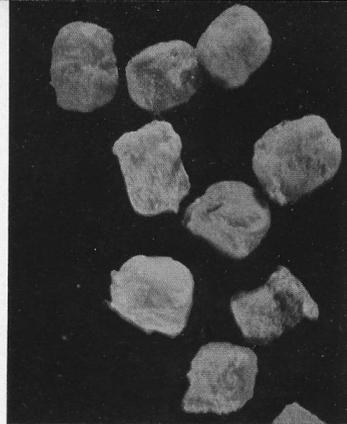
with

cine rollex

Portrait photography is rarely done without retouching! The LINHOF Ideal Format of the CINE ROLLEX is already large enough for retouching the negative. It is by far more economical and better to retouch the negative than each individual print.



# Macro



LINHOF

Universal Accessory Stand  
for macro-photography

with

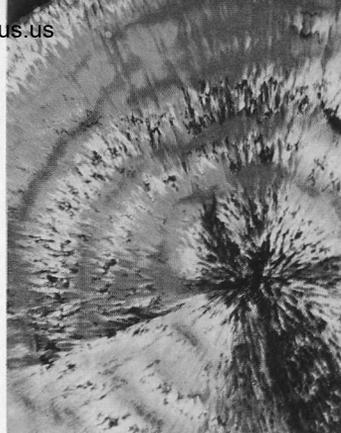
*cine rollex*

## ALSO IN MACRO-PHOTOGRAPHY

it is often necessary to make a long uninterrupted sequence exposure of photographs. Such wishes can now be fulfilled with the CINE ROLLEX 56 x 72 mm. The combination of the SUPER TECHNIKA 2 1/4 x 3 1/4 in. with the Accessory Stand is ideal for this purpose. The COLOR 2 1/4 x 3 1/4 in. is also suitable for this combination. The SUPER TECHNIKA and

COLOR in 4 x 5 in. format also allow the use of the Accessory Stand and the CINE ROLLEX (with the 4 x 5 in. format reduced to 56 x 72 mm). This applies too to the SUPER TECHNIKA 5 x 7 in. Suitable special macro-lenses for magnification ratio 1 : 1 to 40 : 1 are available in focal lengths of 16 — 100 mm. Please ask for our special literature.

# Micro



LINHOF  
Universal Accessory Stand  
for photomicrography

with

*cine rollex*

## THE CINE ROLLEX IS OF SPECIAL IMPORTANCE IN PHOTOMICROGRAPHY

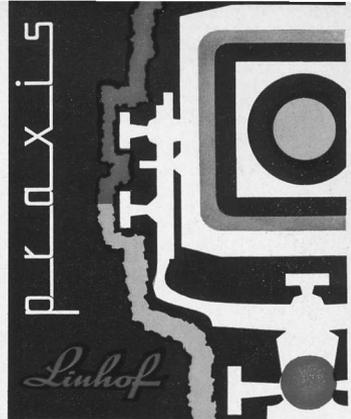
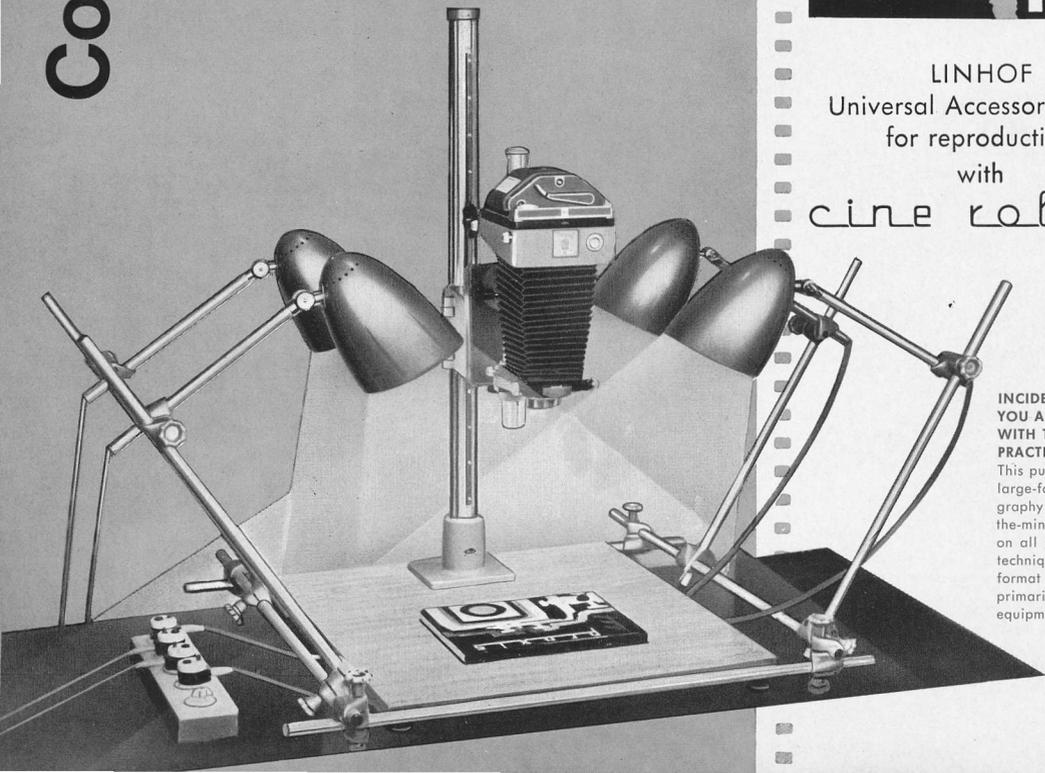
for here it is often necessary to cover the different stages of action or movement in long series of exposures and usually in fast sequences. The CINE ROLLEX offers over 50 uninterrupted exposures with superb color brilliance and finest structural details so important for this type of work, and the

property only of the efficient medium format 56 x 72 mm. Here also — as in micro-photography — the LINHOF Accessory Stand renders excellent services. It is immaterial whether you use a SUPER TECHNIKA 2 1/4 x 3 1/4 in., 4 x 5 in. or 5 x 7 in. or a COLOR 2 1/4 x 3 1/4 in. or 4 x 5 in.

# Copying

## REPRODUCTION — RECORDING — REGISTRATION

Designers for example frequently want to reproduce their drafts for file. In industry and science there are unlimited fields requiring registration. The LINHOF Accessory Stand is long known and popular for reproduction. Whether used with either one of the various TECHNICA or COLOR models is immaterial. The CINE ROLLEX can be attached on both. Since the CINE ROLLEX format represents a reduced format for the SUPER TECHNICA and COLOR 4 x 5 in. and 5 x 7 in., it is best in these cases to work with the shortest possible focal length.



LINHOF  
Universal Accessory Stand  
for reproduction  
with  
*cine rollex*

**INCIDENTALLY, ARE YOU ACQUAINTED WITH THE "LINHOF PRACTICE?"**

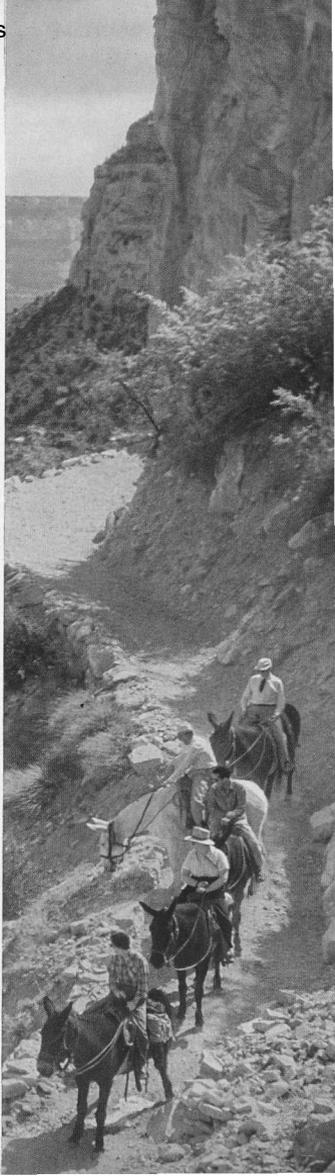
This publication for large-format photography gives you up-to-the-minute information on all photographic techniques with large-format cameras, primarily with LINHOF equipment.

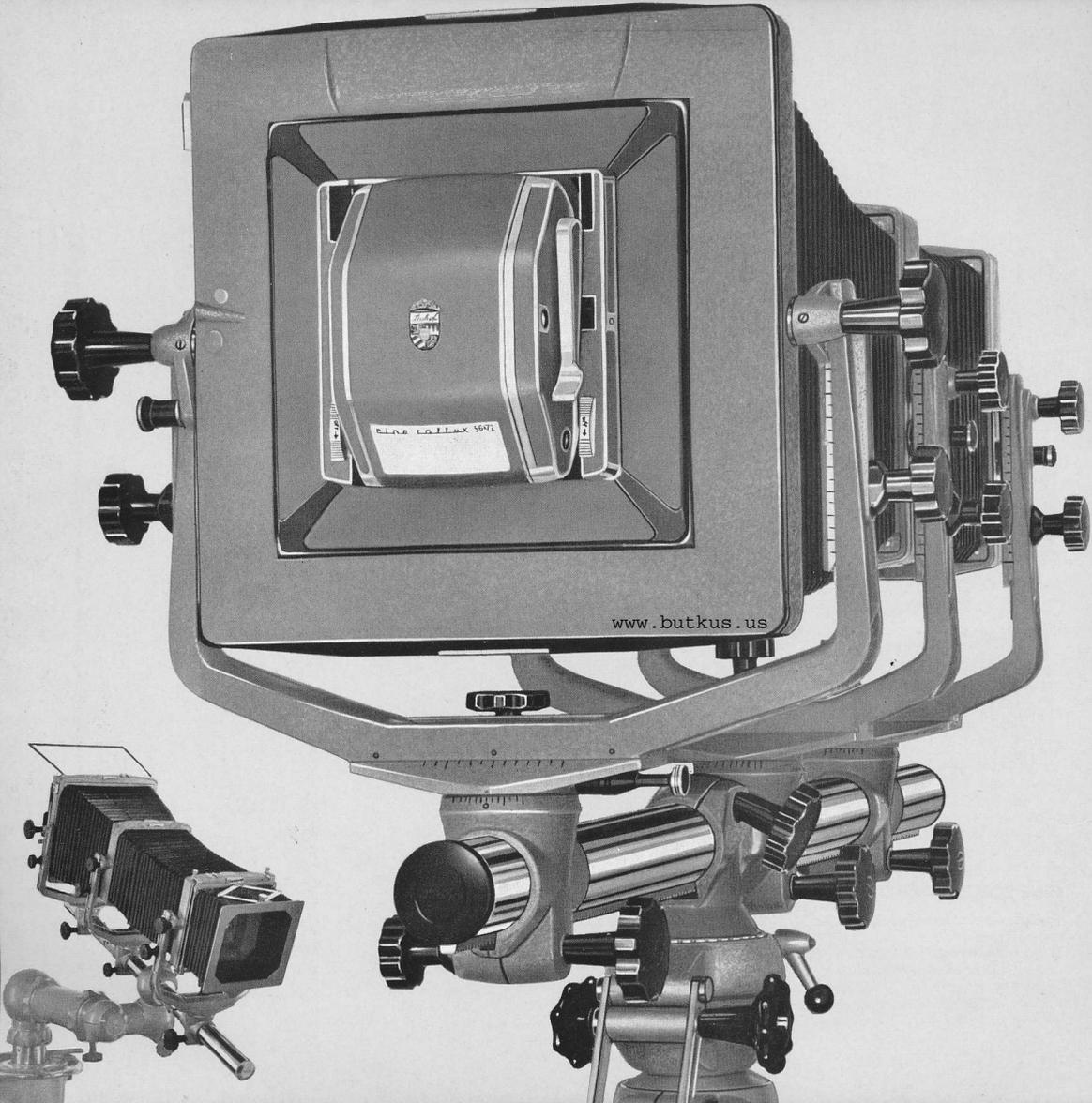


### CINE ROLLEX, PART OF THE COMPREHENSIVE LINHOF SYSTEM

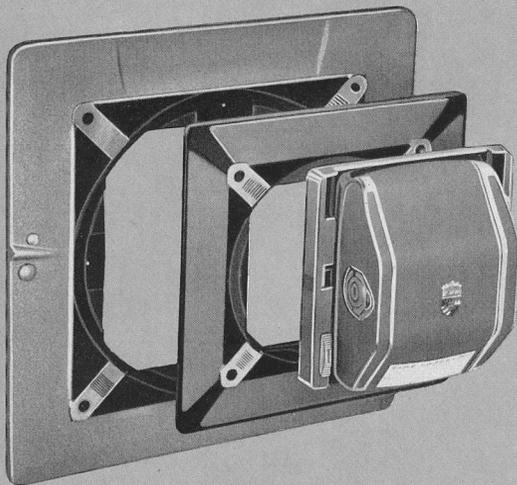
The following holders in addition to the CINE ROLLEX are available:

1. The new LINHOF SUPER CUT FILM HOLDER, supplied for cut film in two different models for the format 4 x 5 in.
2. LINHOF DOUBLE HOLDER 2 1/4 x 3 1/4 in., 4 x 5 in. and 5 x 7 in. for plates and cut film.
3. FILMPACK holder 4 x 5 in.
4. GRAFMATIC MAGAZINE 4 x 5 in. for 6 cut films.
5. POLICE ADAPTER 2 1/4 x 5 in. for 3 1/2 x 2 1/4 in. exposures.
6. POLAROID BACK for 2 1/4 x 3 1/4 in. and 4 x 5 in.
7. SUPER ROLLEX HOLDER for 10 exposures 56 x 72 mm with BII-8-roll film.





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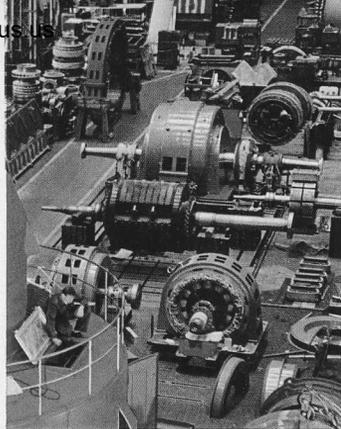


#### TO ATTACH THE CINE ROLLEX

to the KARDAN COLOR 5 x 7 in. or 8 x 10 in., use the reducing frames 5 x 7 in. / 4 x 5 in. or 8 x 10 in. / 5 x 7 in. plus 5 x 7 in. / 4 x 5 in. resp. and the Universal Back 4 x 5 in. to which the CINE ROLLEX 56 x 72 mm / 4 x 5 in. is inserted, in the same manner as with the SUPER TECHNIKA or COLOR 4 x 5 in.

#### EVEN WITH THE KARDAN COLOR

the CINE ROLLEX can be combined. In connection with the relative long focal lengths, as used with the 5 x 7 in. and 8 x 10 in. formats, special effects are possible. As, for example, in the reproduction of architectural details, small portions of paintings or for large sized portraits. Where the normal focal length for 5 x 7 in. or 8 x 10 in. gives an over dimensional effect, it is recommended to work with a wide-angle lense of the respective picture format. The camera



*Linhof*

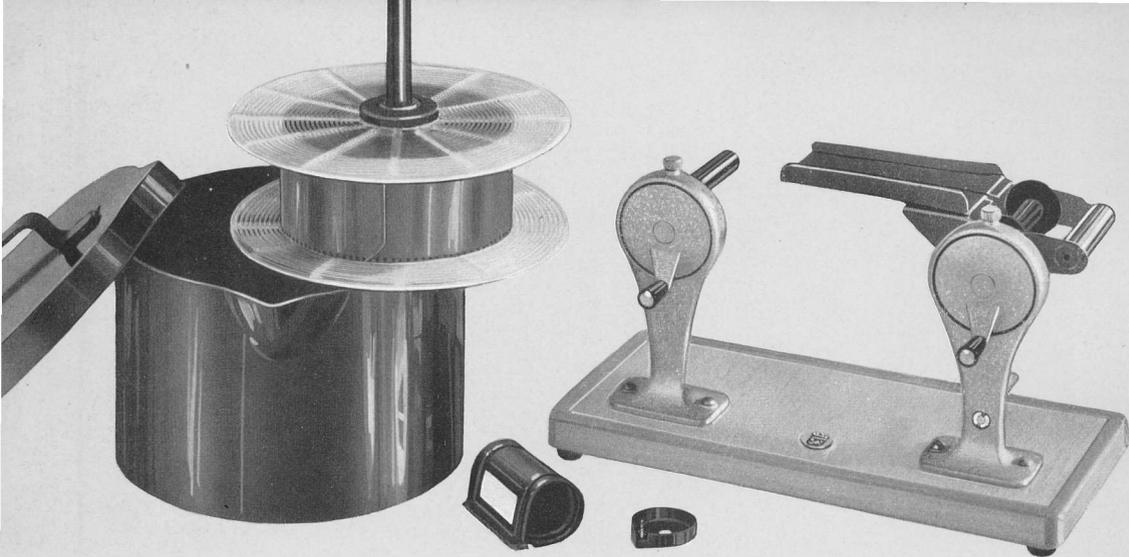
Kardan-color

13 x 18 cm    5 x 7 in.    18 x 24 cm    8 x 10 in.

with

cine rollex

movements possible in combination of KARDAN COLOR 5 x 7 in. or 8 x 10 in. and CINE ROLLEX 56 x 72 mm cannot be surpassed in any other way. This combination, therefore, is especially suitable in architectural and advertising photography. Focusing and composition is best done on a 4 x 5 in. ground glass frame of the Universal Back with the format scoring for 56 x 72 mm. It is of course possible to use all other holders available for the 4x5 in. universal back.



# Everything considered

The CINE ROLLEX and 70 mm film would be completely useless if practical equipment for processing would not be available.

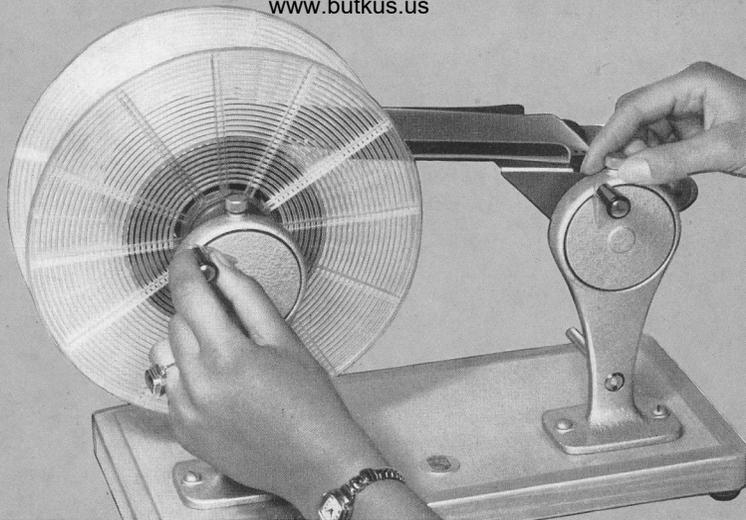
For loading the daylight cartridges the LINHOF Adapter is at your disposal. With this aid it is no longer a problem to load the 14 ft. on your spool (see illustration, Page 21). Film in bulk loading stock for self loading (various kinds) is available in 98 ft. rolls. If you wish to develop the film yourself, use the LINHOF Adapter for loading into the spiral insert of the developing equipment. The latter is also

available with LINHOF and consists of a 4 liter tank, spiral insert and cover. A film guide which can be attached to the Adapter allows transportation of the film into the spiral insert in a proper position (see above illustration and Page 21). In the larger laboratories, the 70 mm film can be stretched on large frames (made for this purpose) and then developed in the usual large tank equipment. The same frames can be used to dry the films.

Thus, all the essential equipment to process 70 mm film is available.

In this way the 70 mm film with the LINHOF Adapter is loaded into the spiral insert for developing.

In order to attain the required tension of the film just tighten the small screw above the fulcrum of the axle.



Loading the 70 mm cartridge – simple and fast



## LINHOF — FROM THE EXPOSURE TO THE FINISHED COLOR ENLARGEMENT!

The CINE ROLLEX with its 70 mm film is part of the comprehensive LINHOF system just as any other LINHOF product. A tremendous advantage so highly valued by our LINHOF friends; Perfectly designed accessories and supplementary equipment — organically adapted to the basic equipment — permit you to work with LINHOF equipment exclusively from exposure to the final color enlargement. As the saying goes — a chain is only as strong as its weakest link! More so in photography where the strive for technical perfection will not tolerate the slightest deficiency. Therefore, take full advantage of the performance and precision of your camera and lens. For example, when using 70 mm film, the LINHOF Cold Light or Condenser Head together with the TECHNICA or COLOR and the LINHOF Accessory Stand permit perfect enlargements. For color photography the LINHOF Color Filter Attachment is supplied. Please ask for our special literature.



### She

"When taking pictures of children, those taken at the end are usually the best. Children take time to lose their shyness and self-consciousness. Frequently I lose the best pictures when the film runs out and I must change film. For me, therefore, the CINE ROLLEX with its 50 exposures is just ideal."

### He

"I'm used to playing it safe. I usually take three exposures of my subject with different exposures, and sometimes even from different angles. This is why the CINE ROLLEX with its 50 exposures is just what I need. With conventional roll film I have to change film too often."



## INTERVIEW WITH CINE ROLLEX FRIENDS

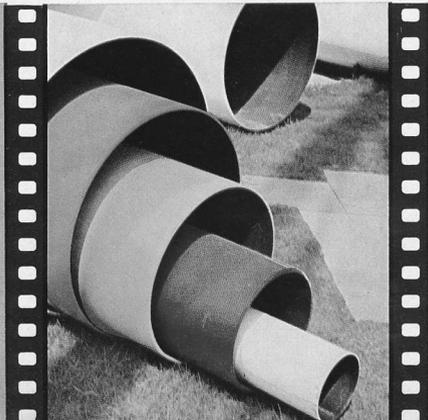
# cine

### The aerial photographer

"For rational aerial photography it is absolutely necessary to make as many pictures possible during a single approach. Therefore I kept my eye on a CINE ROLLEX for a while and now I find that my AERO TECHNIKA, with this equipment, has doubled in value! Even with gloves I can wind the film reliably with the quick winding lever."

### The Doctor

"When taking pictures during an operation one never knows how many have to be taken. Film usually runs out just when you are about to take the most important shot. The time lost to change film at this moment is often decisive. This rarely happens when using the CINE ROLLEX!"



### The Commercial Photographer

"I have to make many color transparencies for advertising and motion picture theaters. Usually a large number of shots have to be made of a single subject. The never before experienced uniformity of the CINE ROLLEX with its 50 exposures is a tremendous advantage for me."

### The Scientist

"In science, serial photography plays an important part. At the same time, however, we in our work must put emphasis on utmost sharpness and good color saturation. These conditions are met in an ideal way with the new CINE ROLLEX and its 50 exposures in the LINHOF Ideal Format 56 x 72. Which, by the way, is excellent for projection in front of a large audience."

### The Fashion Photographer

"If you have to take several dozen models in one collection, you easily tire of always changing film. This is now quite different with the more than 50 exposures I have available in my CINE ROLLEX holder."

### The Reporter

"Till now I have been an ardent supporter of the miniature camera, since it gave me the possibility to shoot long series and hardly ever put me in the embarrassing position to change film at a decisive moment. With the CINE ROLLEX available I only work with the TECHNIKA PRESS. Now I am ahead of colleagues with my 'long-breathed' 50 exposures, but also in the quality of my pictures with the LINHOF Ideal Format."

www.burkiss.us

### The Photographer

"As a professional photographer I must take care to my time and work economically. Immediately I make a large number of color transparencies of important subjects. This lets me take full advantage of the subject and helps reducing model expenses. The CINE ROLLEX with its 50 exposures is an invaluable aid."

### The Industrial Photographer

"My assignments primarily require long series of pictures. I am now relieved that I no longer have to carry 3 or 4 rollfilm holders around and still have 50 exposures ready in my camera. This makes me like my TECHNIKA even more."



# rollex

### The Architect

"As an architect I place special emphasis on correct perspective and for some time, therefore, I am the owner of a TECHNIKA. Changing over to the medium format was a problem, since I was not accustomed to changing film frequently. However, with the same advantage offered by CINE ROLLEX, which, until now, was only available to miniature photographers, I would not want to do without my TECHNIKA."

### The Clerk

"No emphasis is needed to point out that a greater film length is of advantage in filing. An extra advantage offered by CINE ROLLEX, however, is its format 56 x 72 mm, which enables you to study the picture without first having had to enlarge same."

