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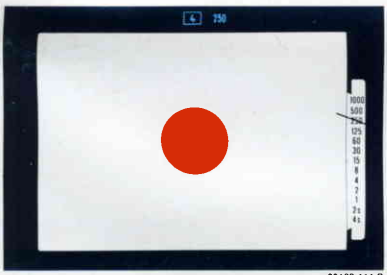
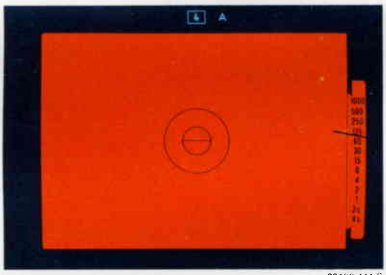
The LEICA R 3 has two automatic exposure measuring modes: Selective and Integrating. Because two are better than one.

LEITZ Means Precision. World Wide.

221.111–115 engl.



Selected-area measurement



Largefield integrating measuring area

The dual measuring method of the electronic LEICA R 3 offers numerous advantages: never before has it been possible to use a LEICA® as simply as the LEICA R 3 and without any technical knowledge. Never before has a LEICA offered so many possibilities and at the same time simplifications as the LEICA R 3. In addition to many details, exposure measurement was singled out for adaptation to practical photographic requirements:

Only the LEICA R 3 can boast of largefield integrating and selected-area measurement with automatic data storage. Without the need for taking the camera off your eye you can switch over within a fraction of a second. The electronic mechanism instantly calculates the correct exposure, which is indicated with shutter speed and aperture in the viewfinder. Even your first film will give you much pleasure and confirm our ambitious claim of "perfect pictures without technical problems".

Selected-area measurement:

Only selected measurement will be successful when the background as shown in our examples below is either very bright or very dark and therefore bound to falsify the reading of the exposure meter. Because no exposure meter can discriminate between black and white, i.e. bright or dark, by itself. It can for this reason be calibrated only for a mean grey value, which corresponds to about 18% reflecting power of a grey area. Selective measurement is therefore inidicated whenever the contrast range is very high with uneven distribution of bright and dark areas or when the sun illuminates certain picture portions like a spotlight, with indoor shots against bright windows, with views through a gate, or when open light sources and other dazzling influences are to be eliminated. Details of subjects which represent the "mean grey value" can be measured with the selected-area mode. It is used when it is necessary to take full advantage of the creative possibilities of light and when a certain portion of the subject has to be exactly exposed.

In the pictures of the top row the face was chosen as the measuring field of the exposure meter and a correctly exposed picture obtained. The bottom row shows faulty results, produced when the bright or dark surrounding field is included in the measurement. The face will then be either over- or under-exposed.

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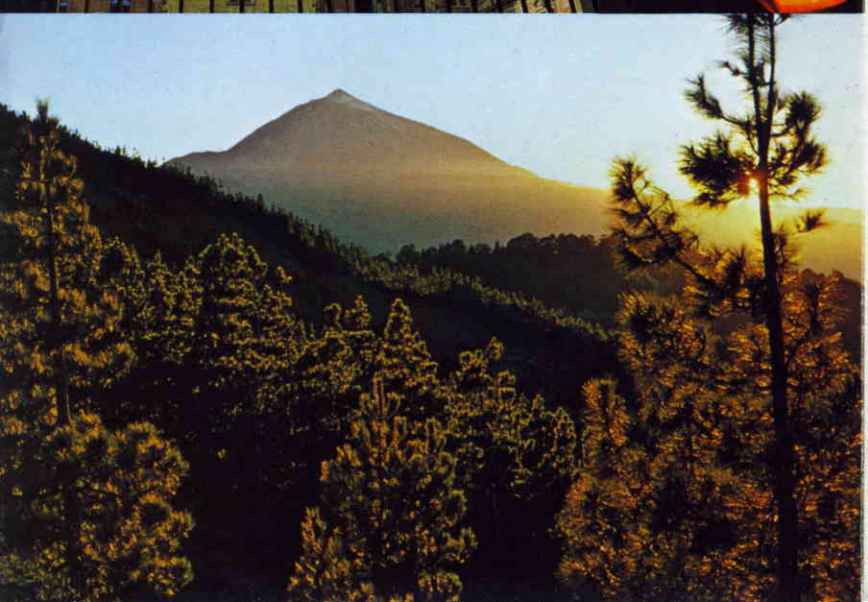
Typical subjects for selective measurement:



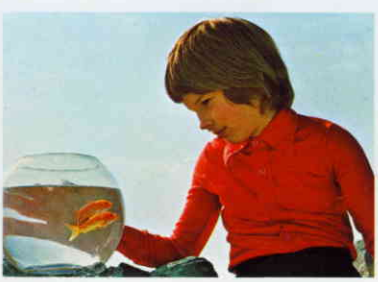
Automatic data storage:

The automatic storage facility is extremely useful when the selectedly measured picture area is off-centre, and the measured value has to be stored until the desired picture area has been chosen or the correct moment of exposure has arrived. When the slack of the release button is taken the measuring system will store the displayed value and hold it for up to 30 seconds, i.e. until the button is fully depressed. This automatic storage is very simple to operate. It is the special refinement of the LEICA R 3, extends the scope for creative pictorial composition decisively and offers possibilities unthinkable before the technological basis for them was established. Substitute measurements can, for instance, be quickly made of any desired subject area representative of the exposure before the final determination of the picture area.
Exceptionally, when data storage of 30 seconds is insufficient, the exposure time can be set manually.

Sequence of pictures, top to bottom:

Faulty exposures with integrating measurement

Exposure time correctly determined by selected-area measurement, but the picture area could be improved upon



Optimum composition made possible by automatic data storage

Integrating measurement

Experience has shown that in certainly more than 90% of all cases integrating measurement is correct and reliable. Because LEITZ largefield integrating measurement offers practical centre weighting through a highly sophisticated interaction between 3 photo cells. Very soon it gives the LEICA R 3 user the confidence that he will expose his pictures correctly, without problems, in all normal situations. **With this automatic setting, the LEICA R 3 can be entrusted without qualms to any member of the family.** For all subjects that do not include high lighting contrasts, almost invariably in incident light and when no heavy shadows are present – when bright and dark areas are evenly distributed, and no strong colour contrasts are present. As well as under an overcast sky, in diffuse light, and generally in all photographic situations that leave no time for selecting an area for spot measurement.

Plus-minus correction
Ordinary subjects such as those shown in the top row have a uniform distribution of dark and bright object details. They therefore correspond to a mean grey value of 18% reflection. But if the subjects have predominately bright or dark areas as in the bottom row, and, exceptionally, selected-area measurement is not possible, the measuring values can be corrected on the rotary ring of the DIN/ASA setting disc.
This simple + and – adjustment for special cases in conjunction with integrating measurement corrects underexposures caused by too much brightness, for instance on the beach and in snow, and overexposures caused by dark portions or at night.
The pictures of the cable car and of the wall of the ship were exposed "+ 1" longer and "– 1" shorter than recommended by the exposure meter. (Strong contre jour light may require adjustment of + 2, very dark subjects of – 2).

Typical subjects for integrating measurement: