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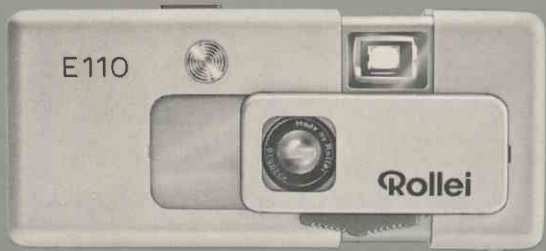
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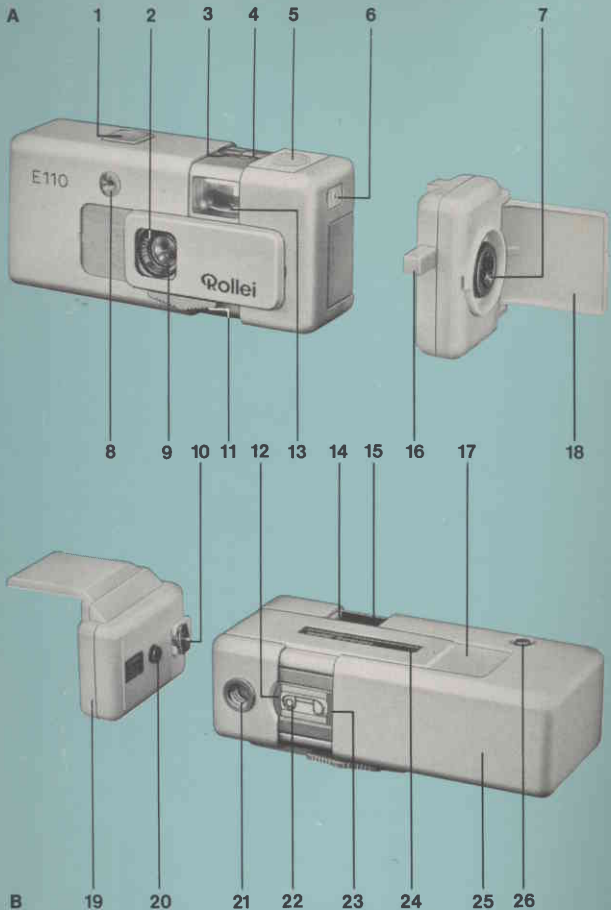
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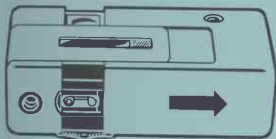
Rollei E 110

in der Praxis
in practical use
dans la pratique
nell'uso pratico
en la práctica
in de praktijk

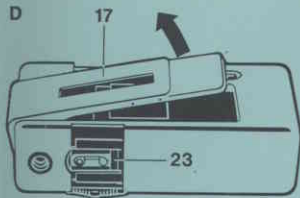




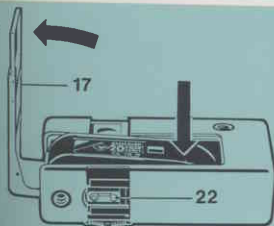
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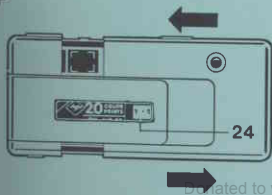
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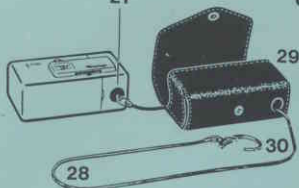
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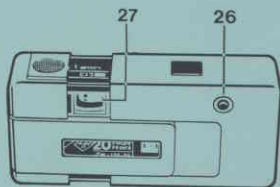


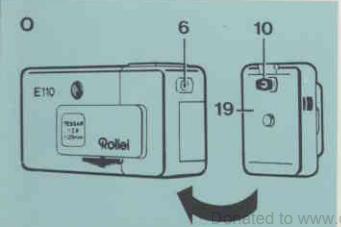
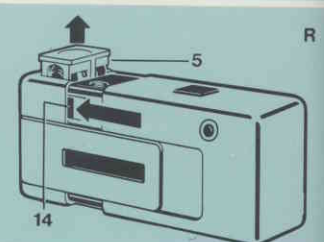
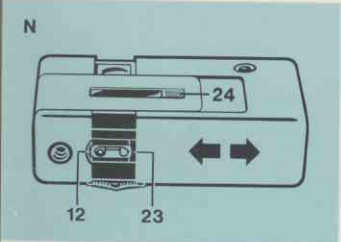
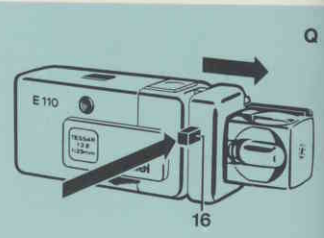
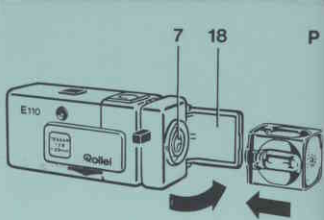
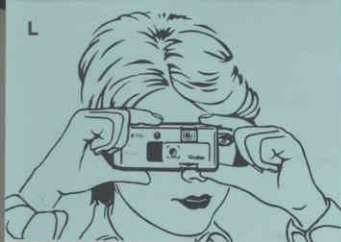
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K





Camera parts and controls

(Please fold out pages 92 and 93)

- 1** Shutter release
- 2** Lens No.
- 3** Exposure symbol selection scale
- 4** Exposure symbol selector slide
- 5** Battery carrier
- 6** Flash cube adapter connection
- 7** Flash cube socket
- 8** Window for CdS photo-resistor
- 9** Lens
- 10** Contact coupling
- 11** Focusing slide
- 12** Sliding sleeve release button
- 13** Viewfinder window
- 14** Battery compartment release lever
- 15** Viewfinder eyepiece
- 16** Flash cube adapter catch button
- 17** Camera back
- 18** Light shield flap
- 19** Flash cube adapter
- 20** Catch button
- 21** 1/4" tripod socket
- 22** Film cartridge loading symbol
- 23** Camera back release button
- 24** Frame number and film type indicator window
- 25** Sliding sleeve
- 26** Test button for green signal
- 27** Viewfinder indicator for green signal and release
- 28** Holding chain
- 29** Camera case
- 30** Chain loop
- 31** Green focusing marker
- 32** Focusing scale in viewfinder

Dear Rollei owner,

Your new E 110 combines minimum size with extreme precision and ensures ideally exposed pictures at all times.

The electronic exposure control, incorporating a CdS photo-resistor, handles all lighting conditions, from bright sunlight to twilight and night shots. A flash-aperture automation will do for distance-controlled pictures with flash cubes.

To enable you to take advantage of all the capabilities offered by this pocket camera we have included a comprehensive owner's manual.

It contains, first of all, a "Crash course" for experienced amateurs who already have a sound knowledge of photography. Part two explains the function and use of the camera in detail and requires no prior knowledge of photography. In the last section, you will find practical photographic hints and useful tips on possible errors in use. This section also covers minor operating problems. By virtue of its multi-lingual form your owner's manual is also a pocket photographic dictionary useful for foreign travel.

As a Rollei customer you are not left to your own devices after purchasing your camera — you will find, both at home and abroad, helpful Rollei dealers and service shops with whom you can discuss any questions on Rollei photography.

Whether you intend to use your camera as a professional or amateur we wish you pleasure and success with your photographic endeavours.

Yours faithfully,

Rollei-Werke
Franke & Heidecke

"Crash course" for your first film

Pull camera open

up to stop → Fig. C.

Insert battery

if this has not already been done by your dealer → fig. R and page 26.





Load film cartridge

Press button 23 → Fig. D, open camera back 17. Load cartridge, close camera back again → Fig. E. Close sleeve 25 by pushing up to stop.

Advance film to frame No. 1

Pull sleeve 25 open as far as stop and close again, repeating until "1" is visible in the indicator window 24 → Fig. F.

Select exposure range

Set slide 4 to exposure symbol:  for very bright daylight, beach and mountain shots —  mostly used symbol for medium daylight or slightly dull sky —  for low light, fog or rain; for indoor shots with 400 ASA film —  for flash shots.

Frame subject in viewfinder

Picture area is indicated by bright-line frame → Fig. H. Set distance with slide 11 on focusing scale 32 → Fig. J.

Check available light — release shutter

Press test button 26 → Fig. K:

Green signal

= enough light for hand held picture — press shutter release 1 → Fig. L and M.

Green signal missing

= risk of faulty exposure, select other symbol — or
= risk of camera movement and blurr, place camera on firm support. Press shutter release 1 until green light appears —

or connect flash cube adapter 19 → Fig. O, draw slide 4 backward and set to ⚡ symbol. Insert flash cube → Fig. P for a flash picture, set distance as above.

Hints for your first pictures

- Look for striking, brightly illuminated close-up subjects. Avoid uninteresting, low-contrast subjects.
- Close-up-candid pictures are more pleasing than contrived pictures or landscape and architecture without foreground subjects.
- A few large areas of color are better than a multitude of brightly colored details.
- Your "Ideal picture" should be: a small group or individual "doing something" in the morning or afternoon, with sidelighting from the sun and with striking color contrast in front of a neutral background.
- When using flash, avoid scenes with depth and flash pictures directly into a reflective surface.

Before the first picture

The lens number

of your camera should be noted and kept in a safe place (No. 2/Page 16). Quoting this number will aid in identifying your camera if lost and also provide proof of ownership.

Insert battery

Press battery release lever 14 in direction of arrow and pull out battery carrier 5 → Fig. R. Insert battery → Fig. S; insert battery carrier and press firmly in position → hint ⑥.

Load film cartridge

Pull the camera open as shown in Fig. C. Press in button 23 → Fig. D and open camera back 17, load film cartridge (Type 110) in accordance with symbol 22 → Fig. E. Pull sleeve 25





fully open after pressing button **23**, then close camera back **17** and keep pressed against cartridge. Close and open sleeve **25**, repeat until frame number "1" appears in the indicator window **24** → Fig. F.

For carrying your camera

Insert holding chain **28** through hole in the camera case **29** → Fig. G. Screw chain into tripod socket **21**. Attach chain loop **30** to your belt loop or button hole and secure.

Before each picture

Select exposure range

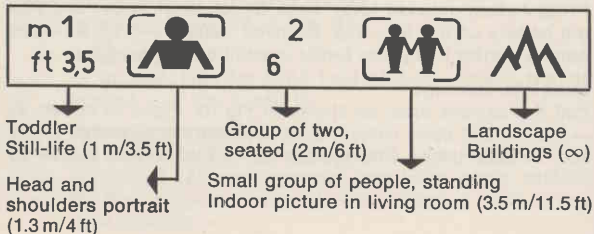
Set slide **4** to exposure symbol:  very bright daylight, beach and mountain shots; 100 ASA film —  mostly used symbol; for medium daylight, slightly dull sky, half shade; 100 ASA or 400 ASA film —  low light, very dull sky, fog or rain, indoor shots; 400 ASA film —  pictures with flashlight → page 23.

Select picture area

Hold camera as shown in Fig. L or M, do not cover window **8**, keep your eye close to viewfinder eyepiece **15** and compose the picture so that the whole of it lies within the brightline frame in viewfinder and all four reflected corners of the frame are visible → Fig. H.

Focusing

Set subject distance on feet/symbol scale **32** with slide **11** → Fig. J, indicated in viewfinder by green mark **31**. Examples of focusing:



Important when taking pictures

Check available light

Fully close camera and pull open again, press test button 26 → Fig. J: Green signal 27 indicates sufficient light for hand held pictures and "go ahead" for correct exposure (eventually set another symbol until green signal comes up). Support camera firmly against your forehead → Fig. L and M, then gently press release 1.

The green signal is missing

at risk of faulty exposure:

when exposure range is wrongly set: move slide 4 to another exposure symbol – or

at very low light:

for these "time exposures" (of stationary subjects) up to an exposure time of 4 seconds, the camera should be firmly supported or mounted on a tripod. Press shutter release 1, until the green signal appears → hints ④ and ⑤. For moving subjects: Attach flash cube adapter and use flash → page 23.

If no picture is taken, you may close your camera without losing a frame, as film will not advance until shutter is released.

Caution:

Relay shutter with extra-short release travel (to eliminate camera shake) responds to the slightest pressure – therefore handle camera carefully with shutter cocked!

Do **not** press green test button while closing or pulling the camera open! Remedy, if sliding sleeve locks: pull camera open again and then close it.

After each picture

Observe the film frame number in indicator window **24**.

When not taking pictures the camera should always be closed: in this way lens and viewfinder are protected and the shutter release cannot be depressed accidentally.

After the last picture

Continue advancing the film until a **////** or **■** mark indicating end of film appears in the indicator window **24** and the sliding sleeve is locked → Fig. **N**. The shutter release is now locked as well.

To remove film:

Press button **12** (it is also accessible with the sleeve fully closed) and pull camera fully open → Fig. **N**. Press button **23**, open camera back **17** and remove film cartridge.

If film is to be removed later:

Press button **12** and close sleeve **25** to protect film cartridge from dust.

Do not change film in direct sunlight. Shield camera and film with your body.

Have exposed film developed as soon as possible (particularly color film) as it has a limited storage life.

Flash pictures

with the flash cube adapter are quite simple as the flash-aperture automation will grant correct exposure after setting the distance.

Connect flash cube adapter to camera

Insert contact coupling **10** in connection **6** as shown in Fig. **O** and press adapter **19** firmly until it engages.

Switch on flash automation

Draw slide **4** backward and set to ⚡ symbol.

Focusing

as usual on scale **32**; shutter speed and aperture are automatically set. Usable distances are: interiors with light walls up to approx. 8 m (26'), in large or dark rooms up to approx. 6 m (20'), at night in the open up to approx. 4 m (13').

Fit flash cube

Use **only** electrically fired flash cubes — mechanically fired "X" flash cubes will not work in this flash unit. Open flap **18**, engage flash cube in socket **7** → Fig. **P**.

Shooting

Do not cover window **8** or flash cube. Shooting with the flash cube above the camera for shadow-free flash pictures is recommended → Fig. **M**. The flash is fired by pressing the shutter release **1**.

For the next flash picture rotate the flash cube $\frac{1}{4}$ turn and allow it to engage with an unused flash facing towards the subject. When the flash cube has been used completely, simply pull it off.

Before removing the adapter pull the flash cube off and close flap **18**. Depress catch **16** → Fig. **Q** and take the adapter off.

Practical hints

① The correct film

for the E 110 camera is available from your camera dealer in the form of "110 cartridge film" for 12 or 20 exposures 13 x 17 mm (usable film speed 64 to 100 ASA and 320 to 500 ASA / 19 to 21 DIN and 26 to 28 DIN). According to the application there is a choice of:

Color negative film — for color prints,

Color reversal film — provides color transparencies for screen projection,

Black and white negative film — for black and white prints.

Ask your Rollei dealer for further details and only purchase film that is fresh. Name brand products guarantee uniform high quality.

② The choice of subject

is of course, a matter of personal preference, but a few basic rules will help to improve your pictures. Brightly illuminated moving subjects at close distances are usually better pictorially than fine detail far away. A few large areas of color are better than a multitude of brightly colored detail. Striking snap shots produce more satisfactory results than low-contrast landscapes.

And a few more hints: Candid pictures of children; close-ups of animals; sporting events, hiking parties, boat trips, parades, fair ground scenes, city traffic — "live" shots.

③ Camera position

generally as shown in Fig. L and M, but if necessary other positions may be possible or more practical: for example hold camera above your head in crowds or hold it vertically for candid pictures (similar to a "spy" camera).

④ The green signal

The green signal coming up or missing in the viewfinder will indicate camera functions and light conditions as follows:

Continuous green light when test button is depressed = sufficient light for hand held exposure (with momentary exposures between $1/250$ and $1/30$ sec), exposure symbol correctly set, battery voltage sufficient, camera ready to shoot —

Continuous green light when shutter release is pressed = picture has been taken (on 100 ASA film), camera ready for film to be advanced —

Short green light when shutter release is pressed = picture has been taken (on 400 ASA film), camera ready for film to be advanced —

No signal when test button is pressed — risk of faulty exposure by incorrectly set symbol —

or

insufficient light and risk of camera movement with hand held picture —

or

battery discharged, not or wrongly inserted.

Caution: When the green signal comes up with two symbols, the brighter range is selected for more depth of field (for example landscapes with foreground) — and the darker range for faster speeds (for example fast movements and sports).

Note: Do not depress test button more often than necessary to save battery energy. With stable light conditions one test is mostly sufficient before the first picture.

⑤ Time exposures

are indicated by the missing green signal when test button is pressed. The exposure will be between $\frac{1}{30}$ and 4 seconds. With these slow speeds, the camera should be firmly supported or placed on a tripod. When using a tripod do not screw the camera in position too tightly; if necessary use a washer, maximum length of tripod thread 4.5 mm / 0.18 in! With time exposures press the shutter release (without vibration) until the continuous green signal appears in the viewfinder.

⑥ Battery changing


You can use a Mallory PX 27, Varta 7150 or equivalent battery. Press battery release lever **14** in direction of arrow and pull out battery carrier **5** → Fig. **R**. Clean the contacts of the new battery with a cloth to remove any deposits. Insert battery with positive contact facing the plus sign on the battery carrier → Fig. **S**; avoid touching contacts on battery. Insert battery carrier (can only be installed in correct direction) and press firmly in position.

We recommend changing the battery once a year.

⑦ Flash reflections

Avoid shooting angles where the flash will be reflected directly into the camera by reflective objects. Select an angle so that direct reflections (panes of glass, mirrors or polished surfaces) are prevented.

⑧ Daylight fill-in flash

produces improved illumination and more brilliant colors in close shadow areas up to a range of approximately 3 m / 10' ( symbol). The camera is operated in exactly the same way as with indoor flash pictures.

⑨ Care and maintenance

Clean your camera as frequently as necessary to keep it in good condition: clean external parts with a soft cloth, glass components with lens cleaning tissue (first remove grit with a soft lens brush). Open camera back, withdraw battery compartment and remove dust from all internal components with a soft camels hair brush.

Protect camera and flash cube adapter from sand, water, intense sunlight and vibration. When not in use the camera should always be closed and kept in the camera case supplied. During long idle periods remove battery, pull flash cube off adapter and release adapter from camera.

Specification and figures

Type: Pocket camera with electronically controlled shutter on pre-selected exposure range and flash-aperture automation; for 110 cartridge film, 13 x 17 mm format, with automatic feeler for film speed 64 to 100 ASA and 320 to 500 ASA.

Equipment: Compact design; pull-out external sleeve acting as cover for viewfinder and lens, coupled to film advance, shutter cocking mechanism and exposure metering; double exposure and blank exposure prevention locks; film type and frame number indicator; special flash cube adapter for electrically fired flash cubes; $\frac{1}{4}$ " tripod socket.

Automatic shutter speed control: Light measured by CdS photo-resistor, EV-range 0.3-10,000 cd/m^2 with 64-100 ASA, 0.3-2050 cd/m^2 with 320-500 ASA; shutter speeds electronically formed on pre-selected ranges at f/16, 5.6 or 2.8; flash-aperture automation coupled to distance/symbol scale, speed $\frac{1}{60}$ sec with 64-100 ASA, $\frac{1}{250}$ sec with 320-500 ASA; continuously controlled exposure programme from 4 sec f/2.8 to

$1/250$ sec f/16; power supply from mercury cell 5.6 V, no power consumption with camera closed; test button with indication for time and normal exposure and battery check; relay shutter, travel approx. 0.5 mm.

Viewfinder system: Bright frame eye-level viewfinder 0.6x; internal indicators for distance, normal/long time exposure, shutter release and battery check.

Lens: Carl Zeiss 23 mm Tessar f/2.8 (made by Rollei under license from Carl Zeiss, Oberkochen, West Germany); 4 elements, 3 components; aperture range f/2.8 to f/16; focusing on combined meter/feet symbol scale from 1 m/3.5 ft.

Dimensions: Closed 84 x 44 x 30 mm / $3\frac{1}{4}$ x $1\frac{1}{4}$ x $1\frac{3}{16}$ " ,
open 100 x 44 x 30 mm / 4 x $1\frac{1}{4}$ x $1\frac{3}{16}$ " .

Weight: 185 g / $6\frac{1}{2}$ oz with battery, without carrying chain and camera case.

Technical modifications and inclusion of accessories subject to change without notice.

Hints for "first aid"

Symptom	Possible cause	Remedy
Green signal does not appear	Wrong symbol selected or battery discharged	Select other symbol or change battery
Flash does not fire		
Picture incorrectly exposed		
Sliding sleeve locks when pulled open	Film fully advanced	Press release button 12
Flash cube adapter cannot be attached	Catch button 16 in ejection position	Press in catch button 16; do not press push button 20 after removing the adapter
Flash does not fire	Flash cube not advanced or used up	Advance or change flash cube
Movement blurr	Missing green signal (camera movement limit indicator) not noticed	Mount camera on tripod or firm support; use flash for interior or close-up shots
Picture over-exposed	Window 8 covered by holding camera incorrectly	Do not cover window 8 when releasing shutter as over exposure will be programed
	Missing green signal not noticed, wrong symbol set	Notice missing green signal, select darker symbol
	Symbol ⚡ set for daylight shots	Set symbol ⚡ for flash pictures only
Picture unsharp	Distance incorrectly set	Set distance correctly on scale 32 in viewfinder
	Pictures of fast moving subjects in weak light	Take pictures of this type in brighter light; use flash for interior or close-up shots
Picture under-exposed	Shutter allowed to close prematurely when taking time exposure	Hold shutter release down until green signal appears
Flash picture under-exposed	Subject distance exceeded	Maximum distance according to room reflection approx. 4 to 8 m / 13 to 26' → page 23
Flash pictures partly or completely "washed out"	Frontal flash reflection	Change camera angle or position; particularly with window glass, polished furniture, tiled walls, mirrors, etc.

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