



NOW INSTAMATIC MOVIES

Announcing
a complete new
system of
movie-making

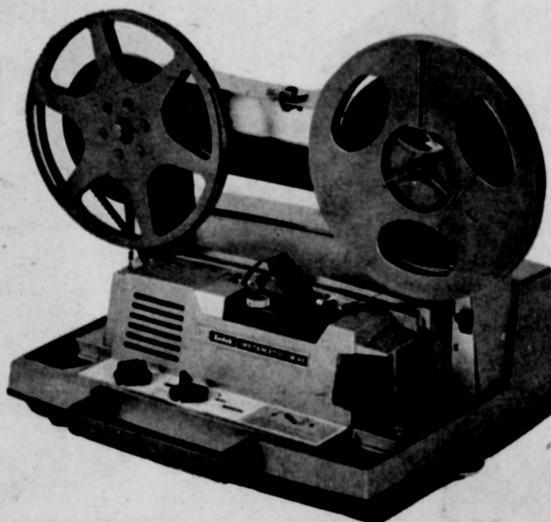
Kodak Brings The Instamatic Camera Idea to Movies. A New Kind of Movie Camera loads instantly, automatically. A new Kind of Movie Film gives you clearer movies than ever. A New Kind of Movie Projector lets you enjoy them seven different ways. Just slip a factory-loaded KODAPAK Movie Cartridge into the camera and shoot a complete roll of color movies. NO THREADING. NO WINDING. NO NEED TO FLIP THE FILM. In Fact, YOU NEVER TOUCH the film. And on you screen — see movies that are more than ever The Nearest Thing To Life Itself.



COME IN and see the Kodak Instamatic M4 Movie Camera. Instant-loading, battery-powered, plus automatic exposure control. Just think. NO THREADING, NO FLIPPING or RELOADING at the midpoint. NO WINDING, EVER. NO WORRYING ABOUT EXPOSURE. The New CDS exposure control does all the work. Can you believe it. Perfect movies everytime. NO MORE wondering about which film you should use. THERE IS ONLY ONE TYPE. For both Indoors and Outdoors. This is the camera that takes care of itself. Just LOAD, AIM, AND SHOOT.

PROJECTORS. Yes Super 8 has a whole new line of them. Take the Kodak Instamatic M80 movie projector. It has 7-speeds. You can show any scene at normal, fast, or slow-motion speed forward or reverse - all at the same brilliant illumination. No flicker with the slow-motion either. It will not damage your film, thanks to the skip-frame projection system. Everything is new about this projector from the exclusive flip-top cover to the carefree, highspeed, fully automatic threading. Of course, it also has a 400 ft. film capacity, anything from 50 feet to 400 feet all on the same projectors.

REMEMBER!!! If people stood still, who'd need movies? But they never stand still. They hug and play and wrinkle up their noses and do wonderful human things you never want to forget. MOVIES REMEMBER EVERYTHING, beautifully, and are the nearest thing to life itself!



Questions and Answers on the Instamatic

Q. Are these cameras like the magazine load models that have been on the market for the past 25 years?

A. No. They are entirely different. You never have to flip the new cartridge over. The film is single width, and all 50 feet can be exposed without stopping.

Q. Can my present 8mm camera and projector be converted to take this new film?

A. No, mainly because the sprocket perforations are entirely different.

Q. Can I show my present 8mm

films on one of the new INSTAMATIC Movie Projectors?

A. Yes! The KODAK INSTAMATIC M80 Movie Projector will project both Super 8 and regular 8mm films.

Q. What is the ASA film speed for the new KODAPAK Super 8 film?

A. The same as for all Kodachrome II-Type A film. 40 for indoor shooting with photo-flood and 25 for Daylight with a Type A filter.

Q. Is it necessary to change the ASA speed setting on the camera when you change from outdoor to indoor shooting?

ing?

A. No, it's done for you! A notch in the film cartridge sets the electric-eye meter for daylight shooting. When the movie light is attached, the camera meters is automatically adjusted, and the Type A filter automatically goes out of position.

Q. Can I load and unload these new cameras in bright sunlight without fogging the film?

A. Yes.

Q. Can one make a mistake and put the Kodapak cartridge in backwards or upside down?

A. No. It only goes in the camera the right way.

Q. How can I tell whether the film has been exposed or not?

A. The word "Exposed" will show in the opening on the front of the cartridge.

Q. Will Kodak continue to make regular 8mm and 16mm Kodachrome films?

A. Yes.

Q. Can I add a magnetic sound track to my Super 8 films?

A. Yes. After your films are processed, ask us to have Kodak add a magnetic strip to the edge of your film.