

*Introducing The*  
**IMAGON**

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## INTRODUCTION

"The lens that takes quality pictures automatically." These few words just about sum up what the Imagon will do for photographers.

Words, however, few or many, cannot describe pictorial quality. Even illustrations are not entirely valid examples of what the Imagon can do for you because a lens is almost like a painter's brush - the results depend on what you do with it.

Just the same, we must describe the Imagon to get you acquainted with the unique properties of this lens.

Probably you would ask the following questions about the Imagon:

1. What is it?
2. What will it do for me?
3. How to use it?

### WHAT IS IT?

The Imagon is a special lens of unique design. It is made to produce pleasing pictures, rather than mechanical photographic reproductions. The effect is achieved by superimposing a secondary soft image over the basic sharp image.

The result is a picture that is sharp but not harsh. The degree of softness can be accurately controlled by adjusting a perforated disk in front of the lens. This disk also controls the  $f$ : stop (speed of the lens) instead of the usual iris - diaphragm.

The Imagon can be used with any camera that allows ground-glass focusing. This includes all press, view, studio and single lens reflex cameras. The use of the Imagon does not require special knowledge.

### WHAT WILL THE IMAGON DO FOR ME?

The quality of the Imagon pictures will be fully revealed to you only after you have used the lens for a while.

The picture improving possibilities of the Imagon are limitless. We point out just four branches of photography where the Imagon can be used to great advantage: Portraiture, pictorial, fashion and advertising photography.

Portrait photographers are often forced to do extensive retouching because the pictures they take reveal minute details that are not seen by the visual observer of the subject. These minute details (skin-pores, small wrinkles, facial hair, etc.) are usually unflattering and must be removed by retouching before the finished print can be made.



Expensive and time consuming retouching is practically eliminated by the Imagon. Its soft image seems to "wipe off" the disturbing details, without interfering with the basic sharpness of the picture.

In pictorial photography, the Imagon quality makes your pictures more effective. You can replace the liberal, matter of fact quality of ordinary photographs with a gentle mood, a fairy-tale like atmosphere.

In fashion and advertising photography, the Imagon has a priceless quality- it makes different pictures. Advertisers always look for a "different" approach, and are willing to pay for it.

But words cannot do justice to the Imagon quality, won't make you visualize what this unique lens can do for you. You must use it several times before you can begin to appreciate the beauty and ease that this lens will introduce into your photography.

#### HOW TO USE THE IMAGON?

It is simple to use the Imagon. The lens comes in a box that also holds three perforated disks, a yellow filter and a sunshade. The three disks look alike, except that the size of the holes in them are different.

There is a large hole in the center of each disk, surrounded by small holes. The small holes can be partially or fully closed by turning the outer rim of the disk.

The lens opening (f: stop) and the degree of softness are both controlled by the selection of the disk and the opening or closing of the small holes.

Two numbers appear on the front of each disk. They mark the speed of the lens (f: stop). When the small holes in the disk are fully open, use the smaller numbers as your lens opening. When the small holes are closed, use the larger number. In between values can be estimated according to the degree to which the small holes are closed down.

The greatest softness will result when the disk with the largest holes is used and the small holes are kept open. The softness will diminish if you start to close the small holes. The image will be completely sharp when the small holes are closed.

The degree of softness is different for each of the three disks, even if the small holes are open or closed to the same degree. The disk with a smaller center hole will yield less softness. The least amount of softness will result from the use of the disk with the smallest center hole.



On the other hand, the sharpness of the image increases as you change to a disk with a smaller center hole. Accordingly, you get the sharpest picture when you use the disk with the smallest center hole and close the small holes around it. For all practical purposes, this combination will yield an image whose sharpness is similar to that of an anastigmat.

A great amount of softness can be achieved if you use no disk at all. While this is not recommended in average work, you can make interesting experiments and come up with unusual results.

Picture taking with the Imagon is not different from that with any other lens. Focus with the small holes fully closed. It is easier to focus on the sharp image. Open the small holes to the desired degree after focusing. You will find that most of the time you will use the disk with the largest center opening and will leave the small holes fully open. The resulting pictures will show the most "Imagon quality". Also, this combination offers the largest lens opening (most speed), allowing you to use less exposure time (a higher shutter speed). This, in turn, will prevent a blurred image resulting from camera or subject motion.

Contrasty lighting will result in the most obvious softness on the final print. The highlight areas will have a halo-like softness around the , extending slightly into the adjoining shadow areas.

Contrasty lighting is not necessary, however, to get the full benefit of the Imagon quality. You get that regardless of the lighting you use. Soft, almost shadowless lighting is recommended for ordinary portraits. When the disk that yields the most softness is used with such lighting, the resulting picture will need little or no retouching.

If you photograph a scene in which the background is much brighter than the subject, the picture will have a reversed halo effect. The halo will appear inside the borders of the subject instead of on its outside. This happens either when the background is much lighter than the subject or when it receives much more illumination.

When a strong light source is included in the picture, or if it is reflected by a shiny surface within the area photographed, its image will be multiplied - will have a star like appearance. These two effects (reversed halo and stars) occur only if the small holes are open.

The above information will help you when you begin to use the Imagon. There is no substitute for experience however, and for best results you must use it repeatedly. You will find the Imagon a fascinating tool that will help you to make beautiful pictures easily in color or in black and white.

The more you use the Imagon the more opportunities you will discover for utilizing its unique quality.

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When working in bright light, especially outdoors, and using very fast modern sensitive material it may be necessary to use exposure times substantially shorter than those provided by the Compound shutters.

It is often not possible to just stop down because the desired degree of softness is linked to a certain aperture of the filter-grid, consequently further stopping down would alter the image character in an undesirable way.

In such cases over-exposure can be avoided only by using a grey filter, and therefore we shall in the future equip the IMAGON with such a filter instead of the yellow-green filter supplied formerly. It has a specific light transmission of 25 % and thus makes it necessary to multiply the exposure time by 4 . The filter is suitable for black and white as well as for colour photography.