

IMAGON



Rodenstock

Aperture H 11,5

RODENSTOCK SOFT-FOCUS LENS IMAGON



Photography can be more than mere factual documentation. Very often, it is also intended to serve as a means of artistic expression — a task which it may be found at times impossible to solve with the crisp sharpness and precise rendition of an anastigmat. What we need, then, is rather a lens which will harmoniously blend the two extremes of harsh sharpness and dreamy softness. This perfect combination has been achieved in the IMAGON variable softness lens made by OPTISCHE WERKE G. RODENSTOCK in Munich. One of the old masters of photography,

Heinrich Kühn-Birgitz, devoted his special attention to the problems of soft focus lenses and played an important part in the development of the IMAGON. The photographer who wants to capture a delicate atmosphere in his pictures, to record the gay pattern of light and shade, to retain the fleeting mood of a moment, will find the perfect instrument for this in the Rodenstock IMAGON. The use of this lens will suffuse his pictures with something unusual, something special, which will not only satisfy his own creative imagination, but also win the praise of his clients.

Aperture H 9,5



Aperture H 7,7



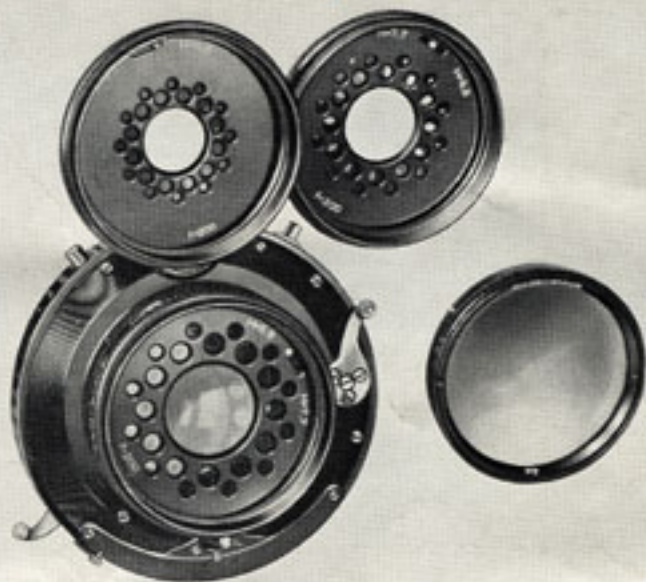
Aperture H 5,8



The special quality of IMAGON photographs consists in secondary images of different degrees of softness which are superimposed on the basic sharp image. Perforated disks are used instead of the conventional iris diaphragm. In addition to stopping down the lens, these disks serve to control the degree of softness desired in the picture. This is the secret of the specific image quality which distinguishes IMAGON photography so clearly from conventional soft-focus systems.

Every IMAGON lens is supplied with three perforated slip-on disks with differently sized center and marginal apertures, ranging from H 5.8 to H 11.5. The symbol H 5.8 indicates that pictures taken with the largest center opening and the marginal holes fully open require the same exposure as a normal lens set at f/5.8.

While the desired degree of sharp definition results from the selection of the center aperture diameter, the additional halo effect is controlled by closing down the marginal holes until the required overall impression is achieved. With the marginal apertures fully closed, definition can be increased until it approaches that of an anastigmat.



Among the multitude of applications of the IMAGON, the following deserve special mention:

Portraiture

Here, the possibility of varying the picture softness or sharpness not only permits perfect modeling of the characteristic features of the subject but also eliminates time-consuming and costly retouching of disturbing details such as pores, small wrinkles, facial hair, etc. This feature will be particularly useful in color photography.

Fashion and Advertising Photography

Photographic advertising aspires to the unusual, the unconventional, that will set it apart from rival publicity. IMAGON pictures are noted for their unique character, for the subtlety with which they transfer the subject from the sober light of reality into the realm of illusion and dreams.

Pictorial Photography

Whenever a photograph is to be more than a mere reproduction of the subject, the IMAGON will produce remarkable effects. Landscapes, still life and many other pictorial subjects call for the soft, ethereal quality of IMAGON pictures. It would be impossible to cite all the examples and describe the entire scale of merits of this outstanding RODENSTOCK special-purpose lens. Only your own experience will let you appreciate its amazing qualities.

RODENSTOCK IMAGON

with 3 perforated disks,
lens-shade and 4 x neutral
density filter, in storage case

Speed	Focal length in mm	Recommended for picture size in cm	Size of Compound* shutter	Flange focal distance approx. mm	Angular field	Diameter of slip-on sunshade in mm	Diameter of lens board mounting hole in mm	Catalog No. of lens		Code word of lens	
								in shutter	in barrel	in shutter	in barrel
H 5.8	200	6 x 9 to 9 x 12	III/R 7	224	40°	55	62	0007.031	0007.023	IJDSU	IJDOR
H 5.8	250	9 x 12 to 10 x 15	III/R 7	282	40°	55	62	0007.032	0007.024	IJDWY	IJDUW
H 5.8	300	9 x 12 to 13 x 18	IV/R 10	334	40°	78	92	0007.027	0007.025	IJEBF	IJDYA
H 5.8	360	13 x 18	V/R 12	408	40°	88	95	0007.028	0007.029	IJDEG	IJEDH

* Shutters have X-synchronization

The IMAGON is suitable for all medium and large-size cameras with ground-glass focusing and provision for interchangeable lenses, so that it can be used with most studio or view cameras. It is fully color corrected. Its hard anti-reflection coating is wipe- and scratch-proof. This coating and the optical design of the

IMAGON make it particularly suitable for very contrasty subjects. Fast emulsions frequently require shorter exposure times than are possible with existing shutters. Since the desired degree of softness is linked to a certain aperture, the lens may not be stopped down excessively, as the image character might change. In such cases, correct exposure can be achieved by the use of the grey filter supplied with the IMAGON, which has a transmittance of 25%, equivalent to a 4 x exposure correction factor. This grey filter is equally suited for black-and-white and color photography.

The IMAGON is available in focal lengths from 200 to 360 mm, mounted in Compound shutters or in barrels. For additional details, see above table.

**OPTISCHE WERKE
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