

your

 **fotron**

**ELECTRONIC CAMERA**

**Handle With Pleasure**



**TRAID CORPORATION**





## IMPORTANT! CHARGE FOTRON BEFORE USING!

Your Fotron is electronic and scientifically programmed to take the work out of photography—makes taking pictures fun again. It operates on rechargeable nickel cadmium batteries and will give you endless and effortless pleasure if you GET THE CHARGE HABIT!

Before inserting your first SNAP-LOAD Magazine, CHARGE FOTRON AT LEAST EIGHTEEN HOURS. This will bring batteries up to capacity. (If you're the impatient type and just can't wait to take your first pictures — Fotron should have enough power to take ONE Snap-Load Magazine after six hours of charging — but don't press your luck by trying to shoot two!)

We suggest you leave Fotron plugged in when not in use — then it will always be fully charged and awaiting your pleasure. YOU CANNOT OVERCHARGE and your camera will be ready to take those once-in-a-lifetime pictures you'll cherish forever. Remember — you don't have to keep flashbulbs and other paraphernalia on hand — all you need to catch that special picture is a Fotron and a Snap-Load.

THE WONDERFUL PART OF YOUR FOTRON IS — THE MORE YOU USE IT, THE BETTER IT WORKS!

If your Fotron has not been used *or* charged for 30 to 45 days, follow this procedure:

1. Charge overnight (18 hours).
2. Shoot at least one picture, but no more than one Snap-Load Magazine.
3. Charge overnight once more, then you are ready for four full Magazines.

If you leave your Fotron *on charge* when not in use, press either the Indoor or Outdoor button every week or two, then press Off button.

These above procedures are necessary in order to keep the capacitor, a very important electronic component of your camera, formed and ready at all times.

*(Do not attempt to open camera. It should be disassembled only by an authorized serviceman.)*

Charge Fotron before inserting first Snap-Load Magazine. Always recharge after using four Snap-Load Magazines or after 30 days. To charge, merely insert cord provided into outlet in bottom of camera . . .

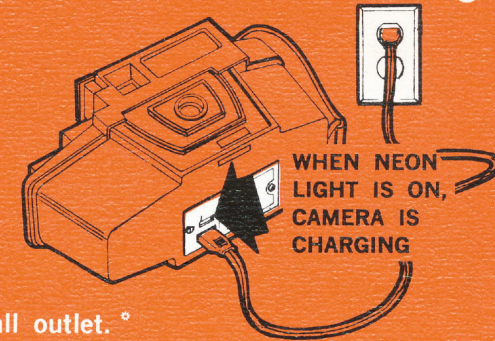
then plug into any standard 115V AC wall outlet.\*

Charging procedure is very simple:

1. Be sure camera "OFF" button is depressed or Fotron will not recharge.
2. Insert cord (provided with camera) into outlet in bottom of Fotron—then plug into any standard 115V AC wall outlet.\*

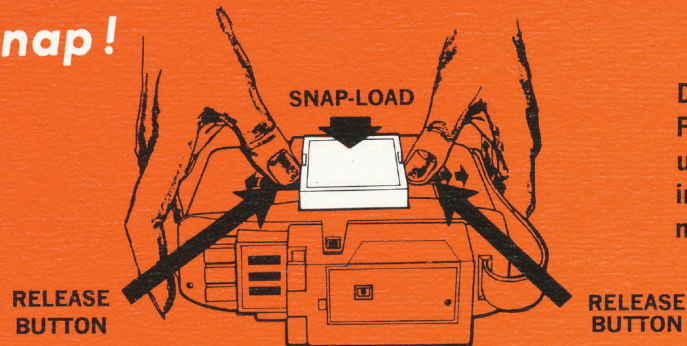
\*Simple step-down transformers and suitable plugs are available for use in countries whose standard current is other than 115V AC.

## Get The Charge Habit!





## 1. Snap!



Snap in Snap-Load Magazine. Don't be alarmed at motor hum — Fotron is winding film to first exposure. In approximately 20 seconds, indicator will show 10 "Pictures Remaining" and automatically stop.

Lay Fotron face down, with base of camera toward you. Set Snap-Load in recess in back of camera. With thumbs, press release buttons toward sides of camera. Snap-Load will drop into recess. Move thumbs over to Snap-Load and press gently, but firmly, into place. (Motor will hum for about twenty seconds—winding film to first exposure). **ONCE SNAP-LOAD IS IN PLACE, DO NOT REMOVE UNTIL ALL TEN PICTURES HAVE BEEN TAKEN**, then remove by again pressing re-

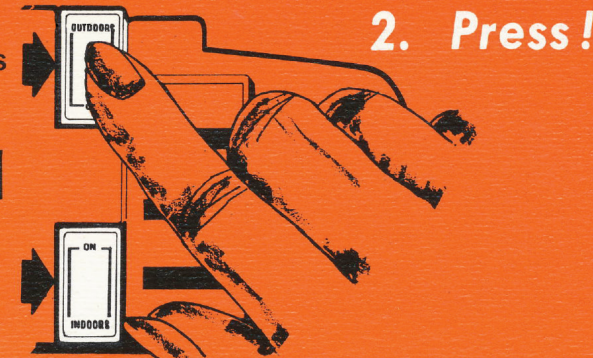
lease buttons, and lift out. The motor will hum again for about 3 seconds—Fotron programs itself to receive the next Snap-Load Magazine. (If for any reason, magazine is removed before all ten pictures have been taken, camera will continue through entire program and prepare itself for fresh magazine).

The exposed film may be left with your dealer or mailed direct for processing—see instructions with film.

Indoor or Outdoor Button. In a few seconds miniature neon "Ready Lights" on either side of the lens will flash, telling you Fotron is ready for action.

The press of either the Indoor or Outdoor button turns on Fotron's power supply.

The Sunburst electronic flash operates both indoors and outdoors—providing "instant sunlight" for inside shots and filling in closeup shadows on outdoor shots. We suggest you

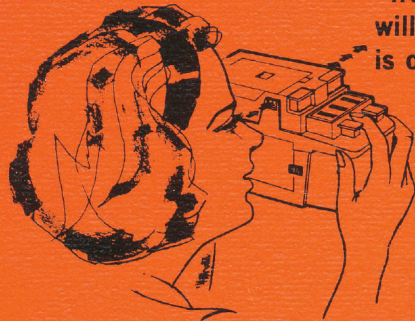


## 2. Press!

use Indoor button for pictures in deep shade, such as porches, patios, or under trees; and all outdoor shots taken late in the afternoon or at night should be taken with Indoor button. If you move from indoors to outdoors, or from bright sun to deep shade, be sure to change setting.



### 3. Aim



Raise camera to eye level and "frame" your subject. (Viewfinder will not open unless camera power is on.)

Anticipation area.

Actual picture.



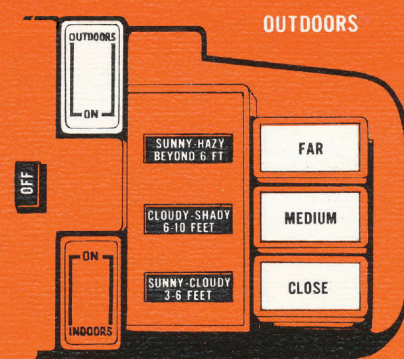
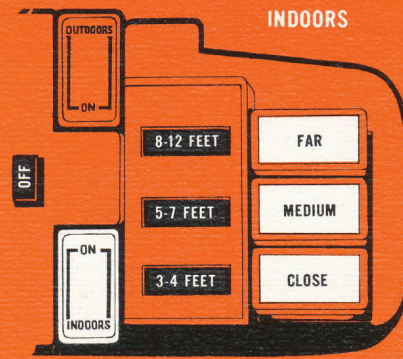
Confine your subject to inner square in viewfinder.

Raise Fotron to eye level and frame your subject in the area inside the inner square. The area around the smaller square is the "anticipation" area and allows you time to catch your subject at the best possible moment. This is especially true on indoor shots,

as your picture is snapped in 1/1000th of a second — fast enough to stop virtually any action.

On outdoor shots speed is reduced to 1/60th of a second, so subject and camera should be fairly still and steady.

### 4. Push!



When you press Indoor or Outdoor Button, the above readings appear. Merely push the button next to the appropriate condition or footage. Fotron is programmed to move the lens to proper range, adjust for proper exposure, set off electronic flash, trip shutter and advance film to next exposure. "Pictures Remaining" on top of camera will tell you how many exposures are left. Wait until "Ready Lights" flash before taking next picture (about 8 seconds).

INDOOR PICTURES: Do not attempt to take *flash* pictures beyond 12 feet, as light will not be sufficient beyond this point. (This is true of most simplified cameras.)

OUTDOOR PICTURES: On sunny or hazy days, all shots *beyond* 6 feet should be taken with "Far" Button. (Most outdoor pictures will probably be taken with this button.)

All close-ups (3-6 feet), whether sky is sunny or cloudy, should be taken with "Close" Button.

If the weather is cloudy, either confine your shots to close-ups, or, if you wish, use "Medium" button for pictures in the 6 to 10-foot range. Scenery pictures (beyond 10 feet) on cloudy days are usually not very satisfactory on color film.

And that's all there is to fun-photography!

**Be sure to press OFF button when camera is not in use.**



## SPECIFICATIONS:

Fotron Electronic Camera: Push-button operated, Snap-Load Magazine, built-in strobe light and power source, motor-driven film transport, aperture and zone focus programmed by linkage with push-button controls, rechargeable batteries, recharge unit built in.

Film	Special Snap-Load Magazine, loaded with 10-exposure, standard Eastman Kodacolor. Frame size 24.6 mm x 24.6 mm.	Synchronization	Built-in strobe, color corrected, 1/1000 sec. flash duration, 30-watt second, 25 degree angle beam spread, 8 second recycling time, flashing ready-light also serves as reminder that camera is "on" and that flash is ready to go.
Lens	Fotron 57 mm, f/4.5, f/5.6 and f/10.5, 3-element, anastigmat, all elements coated.	Power Supply	Rechargeable nickel-cadmium battery, 4 magazine capacity. Recharged overnight on 115V AC circuit. Charging cord furnished with camera. Recharger circuit contained in camera.
Minimum focusing distance	3 feet	Film Transport	Electric motor wind; programmed to wind off leader, with automatic stop; advance film to next frame after each exposure; prevent double exposure; count exposures automatically; wind off trailer after last exposure.
Focusing	Automatic zone-focusing, one of 3 positions automatically set when shutter is released.	Camera Housing	High impact Cylolac for strength and beauty.
Viewfinder	Eye-level, large field, parallax corrected.	Accessories	None. (Except carrying case.)
Exposure	Automatic aperture selection when range button is pressed.		
Shutter	Behind lens, rotary type, 1/60 sec., automatic shutter cocking when film is transported.		

## Eight Tips For Even BETTER Pictures!

1. Remember you're using **COLOR**, so use it to full advantage! Have your subject hold, wear or stand near bright colored objects — you'll get more interesting pictures.
2. Be sure to take **CLOSE-UPS** of people outdoors (about 3-6 feet). You don't have to have them face the sun — your Fotron Sunburst flash will "fill-in" the shadows.
3. For groups or scenery pictures the colors will be brighter if the sun is at your back — shining directly on the subjects.
4. Pictures in deep shade — under trees or porch—should be taken with "Indoor" button.
5. Indoors you will enjoy most the pictures taken fairly close (3-4 feet or 5-7 feet).  
Don't try to get everyone in the same picture — take several pictures!
6. Indoors have your subject fairly close to a background — not in the middle of a large room — the lighting will look more natural.
7. On Indoor shots — don't **POSE** your subject and your pictures will be much more interesting. With Fotron's fast indoor shutter speed (1/1000th second), action or candid shots are a breeze.
8. If you're in the dark, avoid having your subject look directly into the camera — you may get a red reflection from his enlarged pupils. Better yet — leave on a few lights.

The logo for Fotron, featuring a stylized camera lens icon to the left of the word "fotron" in a lowercase, italicized sans-serif font.



## ABOUT TRAUD CORPORATION . . . . .

*Your Fotron Camera is a product of Traud Corporation, Encino, California.*

*Traud has been in the highly specialized and technical photographic field for over sixteen years — supplying photographic systems, high-speed motion picture cameras and related equipment to the nation's space and defense programs.*

*All this technical know-how has been channeled into the design and manufacture of your Fotron — making it the easiest-to-operate and most reliable camera ever devised. The complications of taking pictures have been invented away — resulting in a top-quality camera that is fun to use.*

## Fotron Warranty

### YOUR GUARANTEE OF PICTURE PLEASURE

Only the conscientious care with which your FOTRON was built makes possible the unique two-year or 4,000 picture guarantee.

Within two years after purchase, or 4,000 pictures (which ever comes first), any repairs necessary to the FOTRON Camera because of defects in workmanship or material will be made — or at our option — the camera will be replaced without charge. SNAP-LOAD Magazines which are themselves defective will also be replaced.

No other warranty or guarantee is expressed or implied; and we are not responsible for loss of film, for other expenses or inconveniences, or for any other damages resulting from failure of this equipment.

In case of unsatisfactory operation, deliver the camera to the dealer from whom you bought it, or send it transportation paid to the Traud Corporation, Encino, California, along with a description of the trouble encountered, plus the date and place of purchase.





**TRAIID CORPORATION, ENCINO, CALIFORNIA**