

**Nikon** 35Ti  
QUARTZ DATE



## FOR IMMEDIATE RELEASE

### **Introducing the Nikon 35Ti Quartz Date— a high-quality, new breed of camera**

Nikon Corporation proudly presents the new Nikon 35Ti Quartz Date — a high-quality camera sporting an elegant yet rugged look and offering great picture-taking performance, including Matrix metering and a built-in 35mm Nikkor lens.

The 35Ti Quartz Date's solid, no-frills design will appeal to the discerning consumer. The titanium exterior keeps the 35Ti Quartz Date lightweight yet is strong and anti-corrosive. This tough body houses the lens barrel and focusing helicoid, both made from durable, precision aluminium alloy for consistently reliable focusing accuracy. The titanium casing also protects the motors and the camera's state-of-the-art microelectronics including CPUs and ICs.

The 35Ti Quartz Date comes with a host of unequalled feature-firsts. A sophisticated, clock-like analogue display on the top deck shows important camera settings with pointers and scales. Quick and easy to understand, the display panel guides the users as they operate the 35Ti Quartz Date. The 833-step autofocus system provides unmatched precision from 0.4 metre to infinity. Two types of exposure modes are available (programmed auto and aperture-priority auto) and both feature Nikon's exclusive 3D Matrix Metering using new six-segment Matrix sensor which produces excellent exposure balance in any kind of lighting. And the 35Ti Quartz Date's 35mm f/2.8 Nikkor lens guarantees that pictures come out in sharp detail from centre to edge.

The camera's solid and comfortable feel assures easy handling. A multifunction Command Input Control dial enables the user to select the lens aperture, override automation with Flexible Program, and determine distance in the Manual Focus Preset mode, as well as handling exposure compensation and other settings.

And special 35Ti Quartz Date custom functions further enhance operation—choose Matrix or Centre-Weighted metering, for example, or imprint data on the day's first shot or the first shot of the roll.

In addition, the 35Ti Quartz Date has a creative built-in Panorama mode, and a powerful flash with Red-Eye Reduction. The data imprint feature allows the user to imprint date or time on normal and panorama format pictures.

## FEATURES IN DETAIL

### DESIGN

#### **Sophisticated design**

The 35Ti Quartz Date has a titanium body. High-risk/high-cost industries like aerospace favour titanium for its lightweight yet superstrong, anti-corrosion characteristics. Under this tough protective skin, strategic parts such as the lens barrel and helicoid are made of aluminium alloy for long-life precision and durability.

#### **Analogue display**

The 35Ti Quartz Date's analogue display panel uses highly accurate and easy-to-read pointers to show shooting data — a world first. You can quickly check focus selection, the aperture in use or exposure compensation values, as well as film count, time exposure or self-timer indication.

#### **35mm f/2.8 Nikkor lens**

The 35mm f/2.8 Nikkor lens, consisting of six elements in four groups, equals the performance of many lenses used with single-lens reflex cameras. A high refractive index low dispersion glass assures crisp detail right to the picture edge. Nikon multi-coating keeps pictures free of flare or ghost images. Positioning the shutter and diaphragm separately but close to each other inside the lens helps keep lens performance consistently high by minimising distortion and chromatic aberration. A nearly perfect round aperture, created by seven diaphragm blades, provides sharp images over the entire aperture range.

### FOCUSING

#### **833-step Autofocus**

With 833 AF steps (for practical purposes, this system is stepless and more precise than any previous active infrared autofocus system in compact camera), the 35Ti Quartz Date can autofocus from 40cm for detail-revealing close-ups all the way to infinity for razor-crisp landscapes. It can even focus in total darkness for exciting picture-taking opportunities.

#### **Focus Lock**

For creative composition, the focus lock is useful. The desired subject is positioned in the centre of the autofocus frame and the focus is locked by keeping the shutter release button lightly depressed. Then the picture can be recomposed, and the subject stays sharp and clear no matter where it is positioned inside the frame.

#### **Focus Preset Function**

With the Nikon 35Ti Quartz Date, the user can preset focus by rotating the command dial while pressing the AF button. Focus distance is easily confirmed on the analogue display. The focus preset function is useful for taking several pictures of a subject at the same distance or for subjects that are difficult to autofocus.

## METERING AND EXPOSURE

### **3D Matrix Metering**

This metering system uses three types of data: (1) scene brightness, (2) scene contrast and (3) focused subject's distance (distance information). Data on scene brightness and contrast are detected by the camera's new six-segment Matrix Sensor, while data on the focused subject's distance is detected and relayed by the 35Ti Quartz Date's built-in Nikkor lens. The microcomputer analyses the data and makes the calculations necessary to assure correct exposure even in extremely complex lighting.

### **Centre-Weighted Metering**

This meter is selectable in the 35Ti Quartz Date's Custom Function mode. Concentrating its sensitivity in the centre of the viewfinder, this meter lets you manage exposure control more personally. It is ideally suited for portraits and backlight control.

### **Programmed auto with flexible program**

In this auto exposure setting, the 35Ti Quartz Date automatically adjusts both the shutter speed and lens aperture for optimum exposure.

With the flexible program function, the user can modify shutter speed/aperture selection while maintaining correct exposure to suit spontaneous, creative ideas.

### **Aperture-priority auto**

In this mode, the user selects the desired aperture by rotating the command dial and the computer then automatically selects the shutter speed for precise exposure.

### **Time Exposure (T mode)**

The 35Ti Quartz Date features a Time Exposure mode. In this mode, fully depressing the shutter release button starts exposure and depressing the button again stops exposure. The exposure time indicator on the analogue display marks the exposure time.

### **Exposure compensation**

Exposure compensation ranges from -2 to +2 EV in increments of 1/3 EV — for the most delicate exposure control.

## FLASH

### **Auto Flash**

When light is low or the subject is backlit, the Nikon 35Ti Quartz Date's built-in flash automatically fires just the right amount of light to perfectly illuminate the subject. Auto Flash can be cancelled by using the Custom Function.

### **Anytime Flash**

Release the shutter while pressing the Anytime Flash button, and the flash will fire regardless of the lighting. For twilight or night scenes, the flash provides up to 1/4 sec. slow sync flash.

### **Flash Cancel**

When the scene looks more dramatic without flash, the photographer can cancel the flash, enabling sophisticated effects from available light. The user releases the shutter while pressing the Flash Cancel button.

### **Red-Eye Reduction lamp**

The Nikon 35Ti Quartz Date offers a special red-eye reduction control. The 35Ti Quartz Date's Red-Eye Reduction lamp lights up for one second before the flash fires, and the picture is taken. This pre-lighting makes the subject's eye pupils smaller, virtually eliminating red-eye.

## OTHER FUNCTIONS

### **Self-Timer**

The shot is taken 10 seconds after the shutter release button is pressed.

### **Automatic Film Operation**

The Nikon 35Ti Quartz Date sets the film speed automatically, advances film to the first frame, advances film after each shot, rewinds the film at the end of the roll, and stops; mid-roll power rewind is also possible.

### **Built-in Panorama Mode**

The 35Ti Quartz Date gives the convenient option of taking regular pictures or, with the flip of a switch, creative panorama pictures.

### **Data Imprint Functions**

User can imprint the date or time on both normal format and panorama format pictures. And with Custom Function, date imprinting on a specific frame (i. e. first shot of the day and first shot of the film) is available.

### **Custom Function**

The 35Ti Quartz Date's Custom Function allows the choice of the following features: Auto flash mode (on/off), exposure metering system (Matrix/Centre-Weighted), viewfinder LCD (shutter speed/aperture), data imprint (every frame/specific frames: first shot of the day and first shot of the film roll) and analogue display reset.

## Specifications

**Type of camera** 35mm autofocus lens-shutter camera with Nikkor 35mm f/2.8 lens

**Picture format** Normal: 24mm × 36mm; Panorama: 13mm × 36mm (uses standard 35mm film)

**Lens** 35mm f/2.8; 6 elements in 4 groups

**Lens cover** Automatically opens/closes with camera power on/off

**Shooting distance** 0.4m to infinity

**Film speed setting** DX-coded ISO 25 to 5000 films automatically set; non-DX-coded films automatically set to ISO 100 regardless of actual ISO rating

**Shutter** Programmed automatic electronic shutter; aperture-priority automatic also possible

**Shutter speed** 1/500 second to 2 sec. and up to 10 minutes long time exposure (T)

**Viewfinder** Illuminated viewfinder; 0.5× magnification; frame coverage approx. 85%; -1 dioptre

**Film operation** Fully automatic loading, advance and rewind; film advances by one frame after each shot; mid-roll rewind button provided; auto rewind at end of film roll

**Frame counter** Shown in analogue display and LCD panel

**Focusing** Autofocus, Infinity Focus and Manual Focus Preset provided

**Auto exposure range** EV2 to EV17 (at ISO 100)

**Exposure compensation** Within a range of ±2EV in 1/3 steps

**Self-timer** Set by pressing illuminator/self-timer button and turning Command Dial, and activated by depressing shutter release button

**Built-in flash** Auto flash for low light and backlight scene; Anytime Flash button, Flash Cancel button and Red-Eye Reduction switch are provided; guide number 9 (ISO 100, in metres)

**Analogue display** Indicates focus distance, infinity focus, aperture, frame counter, film rewind, self-timer and exposure compensation; counts up time for long time exposure

**LCD panel** Displays imprint data, frame counter, battery power indicator

**Viewfinder information** Displays shutter speed (or aperture), flash ready light, exposure compensation mark, picture frame marks, parallax compensation marks, autofocus frame

**Custom functions** Auto flash mode (on/off), exposure metering system (Matrix/Centre-Weighted), viewfinder LCD (shutter speed/aperture), data imprint (every frame/specific frames: first shot of the day and first shot of the film) and analogue display reset

**Data imprint functions** Year/Month/Day, Month/Day/Year, Day/Month/Year, Day/Hour/Minute and No Imprint; 24-hour built-in clock with timing accuracy within ±90 seconds a month at normal temperatures

**Battery life** Approx. 27 rolls of 24-exposure film or 18 rolls of 36-exposure film using flash 50% of the time (with DL123A battery)

**Power source** 3V lithium battery (DL123A or CR123A type)

**Dimensions** Approx. 118 × 66 × 35.5mm

**Weight** Approx. 310g (without battery)

*Specifications apply when fresh batteries are used at normal temperature (20°C).*

*Specifications and design are subject to change without notice.*

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