

# Canon

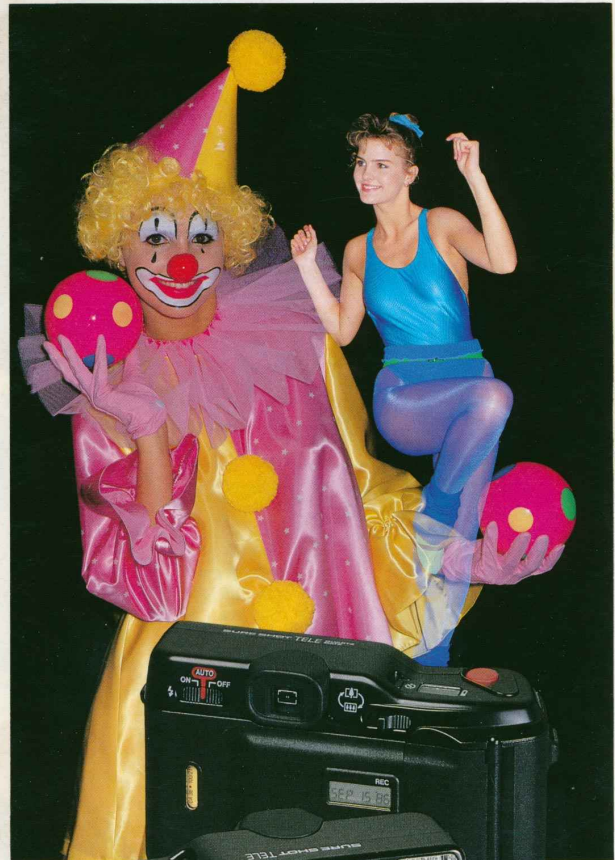
# SURE SHOT

## TELE

**Canon**

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Sure Shot  
Tele  
Quartz Date

Sure Shot  
Tele

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# THE CANON SURE SHOT TELE AND TELE QUARTZ DATE GIVE YOU TWO DIFFERENT WAYS OF LOOKING AT THINGS.



**YOU NEED TWO VIEWS because not all of your photo subjects require the same type of approach.**

If you think about it, there are many times when you have one subject that you'd really like to emphasize. In other instances, you want to include lots of people or scenery. That's why you need some flexibility, and that's where Tele and Wide come in.

group, or de-emphasize a distracting background. If you look at each of the photos on this page, you can clearly see how Tele lets you make your subject bigger for more emphasis.

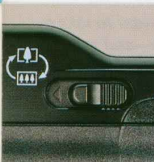
**TELE IS IDEAL FOR making the subject in your photo bigger.**

Choose Tele to zero in for a great head-and-shoulders portrait, single out one or a few people in a large

*Below: Here Tele was used to capture the special bond between father and son. By making the subjects bigger in the photo, the warm element of human emotion can be appreciated more easily.*



*Above: In this instance, Tele was selected in order to eliminate a rather uninteresting background and fill the frame with the main subject. Compare this photo with the one at left, which was taken using Wide.*



Wide-Tele switch



One choice is  
**Tele**





# SIMPLY CHOOSE THE APPROACH THAT SUITS YOUR SUBJECT BEST.

The other choice is  
**Wide**



*Above: When you want to take a large group picture—and get everybody into the shot—choose Wide. Note the difference between this photo and the one at left, where Tele was used to single out part of the group.*



## WIDE GIVES YOU A more expansive point of view.

As its name implies, Wide provides a wide-angle view... a view that enables you to include many elements in a photo. The most obvious use of Wide is in taking sweeping landscapes, but that certainly isn't all. You'll also find it ideal for group pictures, and for when you want to show an attractive background or the environment in which your subject is situated. The photos on this page indicate precisely the all-encompassing approach that Wide offers.

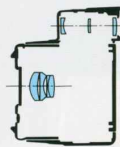
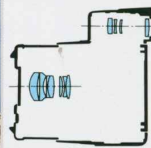
*Bottom left: With this photo, Wide made it possible to capture not only the family rowing on the enchanting canal, but also the impressive, ornate building on the left.*



## SIMPLICITY OF OPERATION LETS you devote your full attention to each individual photo situation.

Changing from Tele to Wide and vice versa is a simple, one-touch affair—even when you're busy looking through the viewfinder. As your right hand curls around the ergonomic grip, your right thumb naturally angles across to where the selector switch is located. When you choose Tele, the lens barrel extends and the lens focal length shifts to 70mm. Each time you change modes, the viewfinder changes, too. Whichever mode you choose, you get superior Canon lens quality, plus fully automatic convenience. Both the Sure Shot Tele and Tele Quartz Date feature Auto Film-Speed Set, Auto Load, Auto Wind, Auto Rewind, Autofocus, Auto Exposure and Auto Flash, so you can concentrate on the photo situation at hand.

*Tele (70mm f/4.9)*



*Wide (40mm f/2.8)*





# THERE'S ALSO THE MEANS TO EXPERIENCE ALL THE FUN OF CREATIVE PHOTOGRAPHY.

## WITH MULTIPLE EXPOSURE CAPABILITY, you can fashion a very unique image.

Imagine all of the exciting and artistic images within easy reach with multiple exposure capability. Why, you can have a friend dressed up in two completely different outfits at the same time, capture one subject in a variety of interesting poses, have a wave of water crashing down on skyscrapers... let your imagination go!

To make a double exposure photo, press and hold down the multiple exposure button—which keeps the film from advancing to the next frame—as you take the first exposure. Then take the second exposure without pressing the

multiple exposure button.

A special multi-image adapter included with the Sure Shot Tele and Tele Quartz Date can be used when taking multiple exposures, too. This unique attachment fits over the camera lens to block off half of the frame during each exposure—such as when you want to photograph half of one subject or scene and half of a different subject.

Of course, this multiple exposure capability can be used equally well with either Tele or Wide separately, or by combining Tele and Wide exposures into one photo.



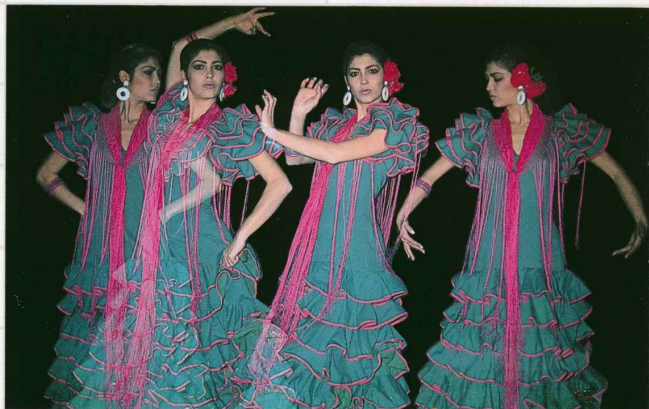
*Sure Shot Tele Quartz Date with multi-image adapter*

**Bottom left:** When creating a multiple exposure photo, give careful consideration to where each image will appear in the frame.

**Right:** To make this trick photo, the photographer simply snapped a picture of part of a city fountain, then turned around and shot the skyscrapers a short distance away.

**Bottom:** Multiple exposure capability can be used in all sorts of exciting ways, like giving a friend a twin sister!

*Multiple exposure button*





# UNIQUE FEATURES ENHANCE YOUR CREATIVE ABILITY.

## A BUILT-IN SOFT FILTER lends a quiet air of sophistication to photos.

Undoubtedly, you've seen pictures in magazines or in photo galleries that have been taken with a soft filter. The look is truly refined, and particularly effective for photographing flowers or children, since it softens the look of all photo elements. Well, now the Sure Shot Tele and Tele Quartz Date let you get this effect, too. To use the soft filter, simply rotate it down over the lens. For great results, try combining the soft filter with the Tele mode in taking portraits, or using it

with Wide to photograph a garden full of beautiful flowers.

*Bottom left: It stands to reason that the soft filter gives best results when this particular effect complements the subject. Here, use of the soft filter conveys the tender feelings between mother and baby.*

*Below: As the top photo shows, the soft filter can be used to create a more engaging image.*



*Right: Lens cover dial/soft filter setting dial and exposure compensation button.*



## USE ONE-TOUCH EXPOSURE COMPENSATION to bring out the brilliant whites of a scene.

It's an unfortunate fact that when used to photograph predominantly white scenes, all cameras tend to make those scenes look somewhat gray—instead of white. To remedy this, the Sure Shot Tele and Tele Quartz Date employ a one-touch exposure compensation mechanism that lets you capture white scenes the way they really look. When needed, simply press and hold down the exposure compensation button as you operate the shutter button.

You can also use this feature to

achieve a better overall tone when photographing somewhat distant subjects that are backlit.

*Top: One-touch exposure compensation was used in this situation to bring out the clean whites in the scene.*

*Below: Because this backlit tower was out of flash range, one-touch exposure compensation was used to obtain a more favorable tone. Without exposure compensation, the front of the tower appears too dark.*



# CANON CONVENIENCE KEEPS YOU IN COMMAND.

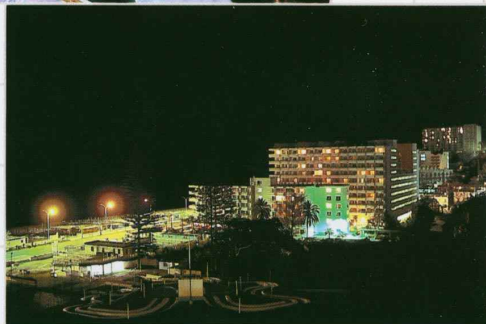
## A THREE-MODE FLASH UNIT provides for optimum flexibility.

For flash photography, the Sure Shot Tele and Tele Quartz Date employ an integrated three-mode flash system. You can select either Auto Flash, Manual On or Manual Off. In the Auto Flash mode, the system works automatically in dark situations. For nearby, strongly backlit subjects in daylight, switch to the Manual On mode. And for natural-looking night scenes, select

the Manual Off mode. Thanks to the use of a high-powered lithium battery, both cameras have a quick flash recycling time of about two seconds—so you're always ready for your next shot.

*Below: In situations where there is not enough light, the flash system will work automatically when in the Auto Flash mode.*

*Bottom: Here, the Manual Off mode was used to capture an artistic yet realistic night scene.*



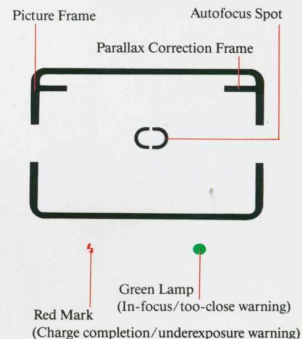
*Above: Here, strong backlighting put the front of the subject in shadow. Accordingly, the Manual On mode was chosen to provide fill-in light for the subject.*



## FULLY AUTOMATIC OPERATION PLUS thoughtful design features let you concentrate on your artistry.

Using the Sure Shot Tele and Tele Quartz Date is so easy. For example, when you use DX-coded film, film speed is automatically set on the camera. Once you load the film and close the back cover, *Auto Load* winds the film to the first usable frame. *Auto Exposure*, *Autofocus* and *Auto Wind* take care of time-consuming considerations while you're actually taking pictures. And after you use the last frame on a roll of film, *Auto Rewind* rewinds the film back into the cartridge. If you'd like to rewind the film at any point before the end of the roll, simply press the manual rewind button. For off-center subjects, you can Prefocus by pressing the shutter button halfway down first, then recompose the scene in any way that you want. In addition, there's

an easy-to-read LCD panel on the top of the camera that displays the frame number and battery-check information, helpful viewfinder indicators, and a convenient self-timer for when you want to put yourself into the picture.



Three-mode flash switch LCD display





# THE CANON SURE SHOT TELE QUARTZ DATE PRINTS DATA RIGHT ON YOUR PHOTOS.

## DATE OR TIME RECORDING is completely automatic.

Clearly, one of the main reasons why people take pictures in the first place is so that they can enjoy looking back on the special times of life, like birthdays, graduations, anniversaries and family reunions. And, quite naturally, the very nature of these types of occasions means that they are invariably associated with a particular date or time. To make it easy to remember all of the good times, the Sure Shot Tele Quartz Date features an auto date system that can print data right on your photos in four

different ways. In the month/day/year mode, the month is displayed and printed in abbreviated form using Roman letters. You can also choose from day/month/year, year/month/day, and day/hour/minute. If you don't want to print any data, simply switch this function off. The auto date system has been pre-programmed up through the year 2029, so no programming is required on your part.

This system also lets you keep track of the film loading date, and this information can be displayed at any time by pressing the film loading date check button.



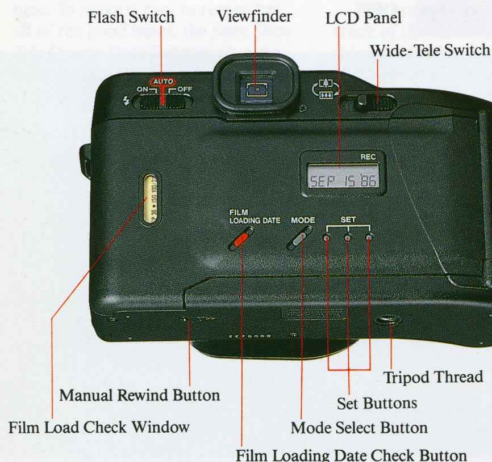
AUG 14 '86	Month/day/year
14 8 '86	Day/month/year
'86 8 14	Year/month/day
14 15:30	Day/hour/minute
OFF	OFF



*Please note: all data displays in this brochure are simulated.*

*Sturdy case*

## Nomenclature



## SPECIFICATIONS

### Camera

**Type:** Fully automatic 35mm lens-shutter AF camera with Wide-Tele lens.

**Format:** 24 × 36mm.

**Lens:** Canon lens.

Wide—40mm f/2.8, four elements in three groups.

Tele—70mm f/4.9, seven elements in six groups. Spectra coating.

Bifocal electric changeover. Built-in soft filter.

**Filter Thread Diameter:** 40.5mm.

**Lens Cover:** Open position—shooting is possible.

Closed position—shooting is impossible.

**Focusing:** Canon "active" autofocus system.

**Shooting Distance Range:** 0.96m (3.2 ft.) to infinity (∞).

**Shutter:** Programmed electromagnetic shutter; also serves as diaphragm blades.

**Multiple Exposure:** By pressing the multiple exposure button.

**Viewfinder:** Reverse Galilean Albada finder.

Magnification—Wide 0.45X, Tele 0.72X.

Information includes autofocus spot, picture frame with parallax correction frame, in-focus/too-close warning (green LED), and charge-completion/underexposure warning (red LED).

**Prefocus:** Possible by pressing the shutter button down halfway.

**Film Loading:** Automatic; equipped with blank exposure mechanism.

**Film Rewinding:** Automatic rewind starts at the end of the film roll and stops automatically upon completion. Rewind from the middle of the roll is also possible.

**Back Cover:** Opened by pressing the back cover latch.

**Frame Counter:** Seven-segment LCD indicator (two-digits) on the top of the body. Forward-counting type; counts back with film rewind; resets when the back cover is opened. When the film does not advance properly, the counter displays a blinking "0" and shutter release is locked.

**Film Load Check:** By film load check window.

**Self-Timer:** Built-in electronic self-timer; started by pressing the self-timer button. Provides a 10-second delay. A blinking red LED on the front of the body indicates operation.

**Automatic Exposure Coupling Range:** EV6—18 with ISO 100 film.

Wide—f/2.8 at 1/8 sec. to f/22 at 1/500 sec.

Tele—f/4.9 at 1/3 sec. to f/27 at 1/350 sec.

**Film Speed Scale:** DX code sensor sets film speed to ISO 50, 100, 200, 400, 800 or 1600.

**Exposure Compensation:** Compensation of +2 f/stops is possible by pressing exposure compensation button.

**Built-In Flash:** Automatic. Flash operates when subject luminance is below EV9 in Wide or EV10.5 in Tele. Daylight flash is possible.

**Flash Shooting Distance Range:** Wide—0.96m (3.2 ft.) to 5.0m (16 ft.). Tele—0.96m (3.2 ft.) to 3.0m (10 ft.) with ISO 100 negative film.

**Flash Recycling Time:** About two seconds.

**Flash Changeover:** By using the three-mode (Auto, On, Off) flash switch.

**Color Temperature:** Same as daylight.

**Power Source:** One lithium battery (2CR5, 6V).

Battery life—about five years or 40 rolls of 24-exposure film (using flash about 30% of the time). Battery check—four-segment indicator on the LCD panel on the top of the body.

Remaining battery charge is indicated at four levels.

**Dimensions (W × H × D):** Canon Sure Shot Tele—134 × 78.7 × 61.8 mm (5-1/4" × 3-1/16" × 2-7/16").

Canon Sure Shot Tele Quartz Date—134 × 78.7 × 64.3 mm (5-1/4" × 3-1/16" × 2-9/16").

**Weight:** Sure Shot Tele—400g (14-1/8 oz.) with battery.

Sure Shot Tele Quartz Date—415g (14-5/8 oz.) with battery.

### Quartz Date Function

#### (For Sure Shot Tele Quartz Date Only)

**Type:** Built-in LCD (liquid crystal display) quartz digital automatic calendar and clock.

Programmed to cover the period from 1985 to 2029; corrections automatically made for leap years.

**Clock Accuracy:** Within two minutes per month at about 20°C (68°F).

**Imprinting Data:** Canon original format featuring five modes.

**Film Loading Date Check:** By pressing the film loading date check button.

**Power Source:** One lithium battery pack used in common with the camera.

*Subject to change without notice.*