



oomar, INC.
MANUFACTURERS OF HIGH PRECISION OPTICS

GLEN COVE, L. I., NEW YORK 11542

Telephone: ORiole 6-1900

July 25, 1967

Miss Laura Gilpin
409 Camino Del Monte Sol
Santa Fe, New Mexico 87501

Reference: your letter of July 20, 1967

Dear Miss Gilpin:

We are in receipt of your bulb assembly for the S.E.I. Exposure Photometer, referenced in your letter of July 20, 1967,

However, after checking this part, we find there **is** nothing wrong with the bulb itself. Therefore, would you kindly send in your photometer so that we may check it for necessary repairs. An estimate of repairs will be sent in advance if required.

The scales on this instrument can be changed to the American scale, and there is a charge of \$1.00 each. If you would like the new cards put on, please state on letter accompanying S.E.I. Photometer.

Sincerely,

ZOOMAR, INC.

Walter Steuer /cac
Walter Steuer
Vice President

WS:cac
Enc. (1) leaflet

SEI EXPOSURE PHOTOMETER

ACCESSORIES

ILLUSTRATIONS

1. The Photometer is mounted in a cradle on the Illuminator so that its telescope points at a white diffuser which forms a window in the top of the illuminator box.

2. (A) Color Balance Control
(B) Light Balance Control

3. The telescope of the photometer is provided with a Supplementary Lens Attachment which carries a lens of such a power that the upper side of the diffuser can be focused in the eyepiece.

For measuring reflection densities the tube of the supplementary lens attachment is provided with a cut-away window. A lamp for illuminating the print is fitted on the photometer cradle just above the diffuser. When transmission densities are being measured, the cut-away window must be closed by the sleeve provided.

4. The external Supply Adapter takes the place of the normal battery container and lamp for exposure estimation. It consists of a tube to fit inside the body of the photometer and carries a lamp to illuminate the comparison "spot" of the photometer.

5. Barrel of External Supply Adapter removed to show lamp.

6. (a) Anti-Flare Tube (b) Filter Holder

PHOTOMETER ACCESSORIES

Filter Holder	\$12.00	\$6.00
Anti-Flare Tube	24.00	\$12.00

ACCESSORIES FOR USE OF PHOTOMETER AS A DENSITOMETER:

The Photometer may be used conveniently as a Densitometer to measure transmission and reflection densities.

ACCESSORIES AVAILABLE FOR SUCH USE ARE:

- Densitometer Supplementary Lens Attachment to focus the Photometer onto the negative. \$15.00.
- Illuminator, containing transformer, 6-volt lamp, opal diffuser and cradle to support the Photometer: \$100.00.
- External Supply Adapter, to convert Photometer to 110-Volt AC/DC operation: \$45.00.

MANUFACTURED BY
Salford Electrical
Instruments, Ltd.

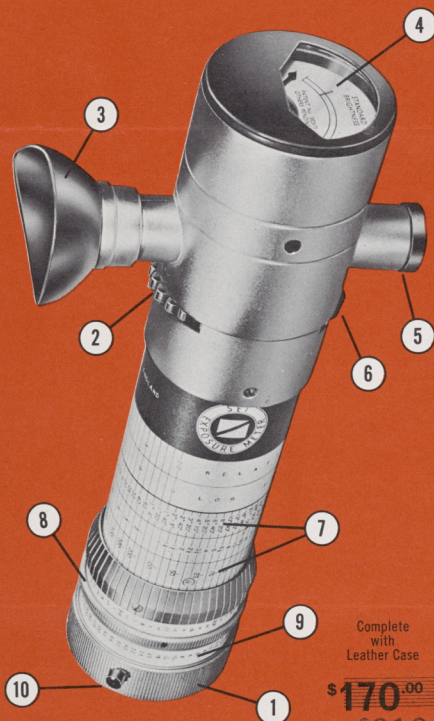
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ZOOMAR, INC.
MANUFACTURERS OF HIGH PRECISION OPTICS

The Ultimate In Light Measurement

- measures reflected light exactly as the camera lens receives it from its position
- measures the object brightness regardless of background illumination
- has a selectivity of target to allow readings on a telegraph pole 100 feet away
- provides a continuous telescopic clear view of the object



Complete
with
Leather Case

\$170.00
\$210.00

- | | |
|--|-----------------------------|
| 1 Knurled adjustable ring | 6 Brightness range selector |
| 2 Daylight or artificial light setting | 7 Exposure time scales |
| 3 Adjustable telescope eyepiece | 8 Lens aperture scale |
| 4 Microammeter for standardizing | 9 Film speed scale |
| 5 Telescope objective | 10 Push button switch |

S.E.I. EXPOSURE PHOTOMETER

Brightness range up to ONE MILLION TO ONE

Unexcelled for Use in Exposure Determination for:

General photography and cinematography • Printing • Enlarging • Photomicrography • Micrometallography

Light Level and Contrast Measurement in:

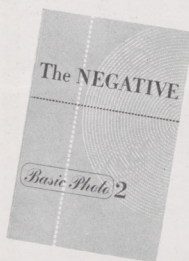
Photographic studios • Motion-picture studios • Television studios

Transmission and Reflection Measurement for:

The graphic arts • Color printing processes

Projection Screen Brightness Determination and many other valuable data for illumination engineers

Ansel Adams says:



"The S.E.I. Exposure Photometer...I critically evaluate this new meter as an instrument that enables the photographer to measure subject brightness of small areas (acceptance angle of 1") over a wide range of brightnesses (1 to 1,000,000). It is not a simple field instrument for ordinary work, but it will allow the photographer to refine his measurements, and to analyze the brightness of very small areas of his subject. It functions under very low values of illumination—far beyond the capacity of the standard photoelectric meter (excepting electronic meters such as the Photovolt meters Nos. 500 and 501). Perhaps the chief value of the S.E.I. meter is its ability to solve hitherto impossible problems of exposure under complex lighting—small, dark objects against bright backgrounds, and vice versa; twilight scenes including street lights; very dark areas of architectural interiors; brilliant clouds near the sun, etc. It is extremely helpful in color photography, where a critical evaluation of highlight and shadow values is of decisive importance."

Reprinted from "The Negative" by Ansel Adams, Morgan & Morgan, Inc., Publishers

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