



July 26, 1984

Dear Kiron Dealer:

There's a lot of information to cover this time, from new lenses to two new industrial products so let's get right to it.

105mm f2.8 Macro Lens

Shipments on the new 105mm macro lens will begin the first week in August. Now is the time to place your orders, or re-orders for this exciting new lens.

New 28-70mm f4 Macro Zoom

Our new 28-70mm f4 zoom will be available in August, too. This lens is a natural for the camera buyer who wants a "better" normal lens. It's light in weight, simple to use, and easy on the price. See the Kiron Lens Program for a special introductory offer when you buy six. A new catalog page is enclosed on this lens, too.

Kiron Lens Hoods

We now have lens hoods for our most popular zooms. The hoods for the 70-210mm and 80-200mm lenses are made of styrene. The 70-210 hood is reversible, and has a bayonet mount; the reversible 80-200 hood comes with an extra lens cap, for a better fit when the hood is stored. Both the 28-105 (also fits 28-85) and 35-135 hoods are metal, screw-in type. See the confidential dealer price schedule for pricing information.

Customer Service Notes

BEAM SPLITTERS. Some 35mm cameras use beam splitters as part of their metering systems. When using standard, linear-type polarizing filters, incorrect exposures under certain lighting conditions will occur. Kiron can supply circular polarizing filters from B+W Filterfabrik to eliminate such problems. A partial list of cameras utilizing beam splitters are:

Olympus OM-3	Nikon FA	Leica R3
Olympus OM-4	Nikon F3	Leica R4
Pentax LX	Canon FTb	Leicaflex SL (first model)

Please call for more details.

NIKON FA RETROFIT. We can now retrofit Kiron lenses in Nikon AI mount to Nikon AI-S mount, so they are fully compatible with all modes of the new Nikon FA camera body. This applies to any Kiron lens in the over 135mm range, such as 70-150mm f4, 70-210mm f4, 80-200mm f4, 80-200mm f4.5.

The charge for this retrofit service is \$19.95. Please call our Technical Services Department if you have any questions.

Let's turn now to two new industrial products which you can use in your store to generate some plus business.

KIRON P-PRINTER

Many of you who were at PMA saw the Kiron P-Printer - a compact, easy-to-use, color copy machine, designed to make 1:1 (life-size) copies of Polaroid SX-70 size originals. The P-Printer uses Polaroid Type 600 film, and the built-in electronic flash is powered by the battery in the film pack. There is enough depth of field for taking photos of jewelry, stamps and other small objects for insurance purposes.

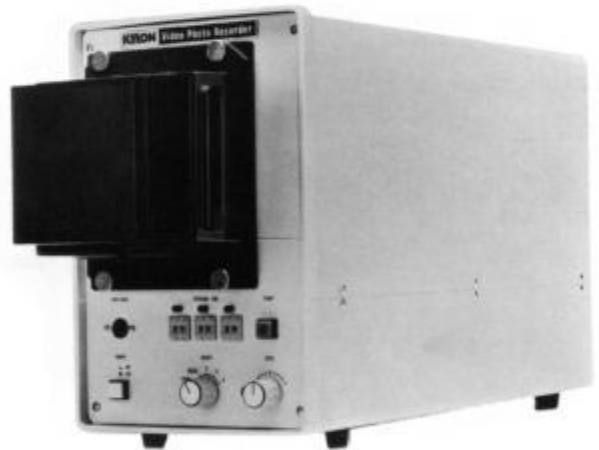
We already have success stories about a few dealers and jewelry stores cleaning-up, profit-wise. People always want duplicates of pictures in their wallets. That's one example. You can think of others. If they know you can provide the service, they'll use it. Put a P-Printer in your finishing department and cash in.

Price: \$349.00



KIRON VIDEO PHOTO RECORDER

If you have customers who need to make photos of computer generated graphics (charts, graphs, etc.), think about setting up a small work station with a PC and our VPR. With an inexpensive software program, you can offer a service which currently charges \$30 to \$40 per slide! If you're into computers at all you already know that computer graphics is one of the fastest growing markets within that industry. Want more details? Call Nancy Sherman at 800-421-5534 (Calif. 800-262-1739)



Please read on for the fall 1984 program and promotions. If you have any questions, please contact your sales rep or call us toll-free.

Best regards,

KIRON CORPORATION

Mac MacKay
Malcolm (Mac) MacKay
Vice President, Sales

FALL 1984 PROGRAM
KIRON LENSES

PROGRAM

- * Applies to orders placed between July 26 and December 24, 1984.
- * Freight is surface, pre-paid, on orders over \$400.00, including back-ordered portions.
- * Orders are subject to immediate shipment in their entirety.
- * Eligible back-orders on hand as of December 26, 1984 carry forward at program prices and terms. Dealer can cancel at his option.

NEW PRODUCT/INTRODUCTORY PRICE

The new 28-70mm f4 macro zoom will be available August 1. Regular catalog net will be \$89.50, but a special introductory price of \$74.00 applies when you order six. This offer is guaranteed until September 25, but we reserve the right to cancel without notice after that date.

28-105mm SPECIAL PROMOTION

Buy six 28-105 zooms, and receive a seventh 28-105 FREE.

CASH DISCOUNTS

1) Buy 24 assorted lenses from the following three categories:

- 28-105mm f3.2-4.5
- 80-200mm f4.5 Zoomlock
- 70-210mm f4 Focustop

Receive Promo Net, and 12% January 10, 1985. Minimum quantity on re-orders is six assorted lenses, and all re-orders under this part of the program receive 12% January 10.

This part of the Fall Program is guaranteed until September 25, 1984, at which time we reserve the right to cancel without notice.

2) Place a minimum \$1200 order for any combination of Kiron lenses, and receive Promo Net, and 6% 10 EOM + 30 days. No minimum quantity on re-orders, and re-orders receive 6% 10 EOM + 30.

PROMOTIONS

<u>PRODUCT DESCRIPTION</u>	<u>REGULAR NET</u>	<u>PROMO NET</u>	<u>CO-OP</u>	<u>%</u>
24mm f2.0	\$147.50	\$147.50	\$ 4.43	3%
28mm f2.0	74.50	74.50	2.24	3%
105mm f2.8 (NEW)	184.50	184.50	5.54	3%
28-70mm f4 (NEW)	89.50	74.00	2.22	3%
28-105mm f3.2-4.5	179.50	153.50	4.61	3%
		(1 free with 6)		
35-135mm f3.5-4.5	164.50	141.00	4.23	3%
70-210mm f4 FS/ZL	179.50	153.50	4.61	3%
80-200mm f4.5 ZL	129.50	111.00	3.33	3%
80-200mm f4.5	89.50	89.50	2.69	3%
MC7 2X teleconverter	59.50	47.50	1.43	3%
Reverse Mate	17.50	17.50	.53	3%

SPRING 1984 PROGRAM
BILLINGHAM SYSTEM BAGS

PROGRAM

The following applies to orders placed between December 26, 1983, and December 25, 1984.

When you place the following
qualifying orders:

You get these cash
discounts and terms:

12 Assorted bags, any mix

12% 10 EOM plus 60 days

6 Assorted bags, any mix

8% 10 EOM plus 30 days

Once you have qualified between December 26, 1983 and December 25, 1984, you can order one or more bags in any quantity or mix and receive the same terms as your qualifying order. A reminder - minimum order is \$50.00; freight is pre-paid on orders of \$400.00, or more.

CLOSE-OUT ON CANVAS LENS/CAMERA CASE

The lens/camera case is discontinued, and is being closed out. If you place an initial qualifying order for Billingham products, you will receive 5 lens/camera cases FREE with 12 assorted bags, or 2 FREE with 6 assorted bags. If you are already a Billingham dealer, you may order the lens/camera cases at \$10.00 ea., Net. This offer is on a first-come, first-served basis.

CONFIDENTIAL DEALER PRICE SCHEDULE

<u>STOCK NUMBER</u>	<u>DESCRIPTION</u>	<u>DEALER NET</u>	<u>SUGGESTED LIST</u>
030110	S110 Canvas bag	44.75	89.50
030250	S250 Canvas bag	69.75	139.50
030330	S330 Canvas bag	89.75	179.50
030440	S440 Canvas bag	94.75	189.50
030550	S550 Canvas bag	129.75	259.50
040110	SC110 Cordura bag	54.75	109.50
040250	SC250 Cordura bag	79.75	159.50
040330	SC330 Cordura bag	99.75	199.50
040440	SC440 Cordura bag	104.75	209.50
040550	SC550 Cordura bag	149.75	299.50

FALL 1984 PROGRAM
B+W FILTERS

PROGRAM

The following applies to orders placed between December 26, 1983 and December 25, 1984.

B+W Filter Promotion Starter Package

<u>Filter</u>	<u>Quantity</u>	<u>6-Up Net</u>	<u>Total</u>
46mm SKY w/rubber hood	6	\$ 4.48	\$ 26.88
48mm SKY w/rubber hood	4	4.48	17.92
49mm UV	7	8.53	59.71
49mm SKY	7	8.53	59.71
49mm Soft Focus/WZ1	2	8.53	17.06
49mm Top Polarizer	2	21.58	43.16
52mm UV	7	8.98	62.86
52mm SKY	7	8.98	62.68
52mm Soft Focus/WZ1	2	8.98	62.68
52mm Top Polarizer	3	23.38	70.14
55mm UV	7	10.78	75.46
55mm SKY	7	10.78	75.46
55mm Soft Focus/WZ1	2	10.78	21.56
55mm Top Polarizer	3	26.98	80.94
62mm UV	6	13.48	80.88
62mm SKY	6	13.48	80.88
62mm Soft Focus/WZ1	2	13.48	26.96
62mm Top Polarizer	2	29.23	58.46
Total Value			\$938.86
Less Special 15% Discount			- 139.86
Net			\$799.00

QUALIFYING ORDERS, CASH DISCOUNT AND TERMS

When you buy the Promotion Starter Package between December 26, 1983 and December 25, 1984, you receive 10% 10 EOM + 60 days. Once qualified, you can reorder in any quantity or mix, and receive the same terms as the qualifying order. A reminder - minimum order is \$50.00; freight is prepaid on orders of \$400.00, or more.

The normal discount structure for B+W filters is:

<u>Quantity</u>	<u>Discount</u>	<u>Terms</u>
1 - 5 Filters	50% off Suggested List	
6 Up assorted	50% + 10% off Suggested List	2% 10 EOM
10-Pack (unbroken package of 10 of the same filter)	50% + 10% + 5% off Suggested List	2% 10 EOM

CONFIDENTIAL DEALER PRICE SCHEDULE
EFFECTIVE JULY 26, 1984

Product Description	Stock No.	Dealer Net	Sugg. List
24mm f2.0 C/FD (Canon)	01120001	\$147.50	\$295.00
24mm f2.0 N/AI (Nikon)	01120002	147.50	295.00
24mm f2.0 M/MD (Minolta)	01120003	147.50	295.00
24mm f2.0 O/OM (Olympus)	01120004	147.50	295.00
24mm f2.0 P/K (Pentax)	01120005	147.50	295.00
24mm f2.0 Y/C (Yash/Cntx)	01120006	147.50	295.00
24mm f2.0 K/AR (Konica)	01120007	147.50	295.00
<hr/>			
28mm f2.0 C/FD	01120101	\$ 74.50	\$149.00
28mm f2.0 N/AI	01120102	74.50	149.00
28mm f2.0 M/MD	01120103	74.50	149.00
28mm f2.0 O/OM	01120104	74.50	149.00
28mm f2.0 P/K	01120105	74.50	149.00
28mm f2.0 Y/C	01120106	74.50	149.00
28mm f2.0 K/AR	01120107	74.50	149.00
<hr/>			
105mm f2.8 Macro C/FD	01121301	\$184.50	\$369.00
105mm f2.8 Macro N/AI	01121302	184.50	369.00
105mm f2.8 Macro M/MD	01121303	184.50	369.00
105mm f2.8 Macro O/OM	01121304	184.50	369.00
105mm f2.8 Macro P/K	01121305	184.50	369.00
105mm f2.8 Macro Y/C	01121306	184.50	369.00
105mm f2.8 Macro K/AR	01121307	184.50	369.00
<hr/>			
28-70mm f4 C/FD	01121401	\$ 89.50	\$179.00
28-70mm f4 N/AI	01121402	89.50	179.00
28-70mm f4 M/MD	01121403	89.50	179.00
28-70mm f4 O/OM	01121404	89.50	179.00
28-70mm f4 P/K	01121405	89.50	179.00
28-70mm f4 Y/C	01121406	89.50	179.00
28-70mm f4 K/AR	01121407	89.50	179.00
<hr/>			
28-105mm f3.2-4.5 C/FD	01121001	\$179.50	\$359.00
28-105mm f3.2-4.5 N/AI	01121002	179.50	359.00
28-105mm f3.2-4.5 M/MD	01121003	179.50	359.00
28-105mm f3.2-4.5 O/OM	01121004	179.50	359.00
28-105mm f3.2-4.5 P/K	01121005	179.50	359.00
28-105mm f3.2-4.5 Y/C	01121006	179.50	359.00
28-105mm f3.2-4.5 K/AR	01121007	179.50	359.00
<hr/>			
35-135mm f3.5-4.5 C/FD	01120801	\$164.50	\$329.00
35-135mm f3.5-4.5 N/AI	01120802	164.50	329.00
35-135mm f3.5-4.5 M/MD	01120803	164.50	329.00
35-135mm f3.5-4.5 O/OM	01120804	164.50	329.00
35-135mm f3.5-4.5 P/K	01120805	164.50	329.00
35-135mm f3.5-4.5 Y/C	01120806	164.50	329.00
35-135mm f3.5-4.5 K/AR	01120807	164.50	329.00
<hr/>			
70-210mm f4.0 C/FD ZL/FS	01121201	\$179.50	\$359.00
70-210mm f4.0 N/AI ZL/FS	01121202	179.50	359.00
70-210mm f4.0 M/MD ZL/FS	01121203	179.50	359.00
70-210mm f4.0 O/OM ZL/FS	01121204	179.50	359.00
70-210mm f4.0 P/K ZL/FS	01121205	179.50	359.00
70-210mm f4.0 Y/C ZL/FS	01121206	179.50	359.00
70-210mm f4.0 K/AR ZL/FS	01121207	179.50	359.00

Product Description	Stock No.	Dealer Net	Sugg. List
80-200mm f4.5 C/FD ZL	01120901	\$129.50	\$259.00
80-200mm f4.5 N/AI ZL	01120902	129.50	259.00
80-200mm f4.5 M/MD ZL	01120903	129.50	259.00
80-200mm f4.5 O/OM ZL	01120904	129.50	259.00
80-200mm f4.5 P/K ZL	01120905	129.50	259.00
80-200mm f4.5 Y/C ZL	01120906	129.50	259.00
80-200mm f4.5 K/AR ZL	01120907	129.50	259.00
<hr/>			
80-200mm f4.5 C/FD	01121101	\$ 89.50	\$179.00
80-200mm f4.5 N/AI	01121102	89.50	179.00
80-200mm f4.5 M/MD	01121103	89.50	179.00
80-200mm f4.5 O/OM	01121104	89.50	179.00
80-200mm f4.5 P/K	01121105	89.50	179.00
80-200mm f4.5 Y/C	01121106	89.50	179.00
80-200mm f4.5 K/AR	01121107	89.50	179.00
<hr/>			
MC7 2X Teleconverter C/FD	06120401	\$ 59.50	\$119.00
MC7 2X Teleconverter N/AI	06120402	59.50	119.00
MC7 2X Teleconverter M/MD	06120403	59.50	119.00
MC7 2X Teleconverter O/OM	06120404	59.50	119.00
MC7 2X Teleconverter P/K	06120405	59.50	119.00
MC7 2X Teleconverter Y/C	06120406	59.50	119.00
MC7 2X Teleconverter K/AR	06120407	59.50	119.00
<hr/>			
Reverse Mate C/FD	06120201	\$ 17.50	\$ 35.00
Reverse Mate N/AI	06120202	17.50	35.00
Reverse Mate M/MD	06120203	17.50	35.00
Reverse Mate O/OM	06120204	17.50	35.00
Reverse Mate P/K	06120205	17.50	35.00
Reverse Mate Y/C	06120206	17.50	35.00
Reverse Mate K/AR	06120207	17.50	35.00
<hr/>			
KH-1 Lens Hood (styrene, fits Kiron 70-210mm)	07001	\$ 2.50	\$ 5.00
KH-2 Lens Hood (styrene, fits Kiron 80-200mm, includes lens cap)	07002	4.50	9.00
KH-3 Lens Hood (metal, fits Kiron 28-85, 28-105)	07003	4.50	9.00
KH-4 Lens Hood (metal, fits Kiron 35-135)	07004	5.50	11.00

Class B Inventory - We have available, from time to time, Kiron Tenses and accessories which can't be considered new nor sold as new, but which carry our full five year limited warranty. For further information on availability, pricing, and terms of sale:

TOLL FREE TELEPHONE

ORDER NUMBERS: 800-421-5534

(CALIFORNIA ONLY): 800-262-1739