

CENTRAL INTELLIGENCE AGENCY  
**INFORMATION REPORT**

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COUNTRY	East Germany	REPORT	[Redacted]
SUBJECT	New Zeiss Instruments to be Displayed at the 1954 Leipzig Fair	DATE DISTR.	2 November 1954
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- Among the models and instruments that Zeiss, Jena, will exhibit at the forthcoming Leipzig Fair in the fall of 1954, is a new spectral photometer for ultrared, to be used in spectral research of the long-wave area. The estimated sales price for this instrument will be around 50,000 DME.
- Because of the nature of the instrument and its very specialized use, it will not be mass-produced but will only be manufactured after specific orders have been received.
- VEB Optik Carl Zeiss, Jena, also intends to bring out a new small film camera in October or November 1954. They will make every effort to show a few sample models at the Leipzig Fair. This new camera will be called WERRA and will have a Tessar 2.8/5 cm. lens, shutter speed - 250th of a second, film size - 24 x 36 mm. Its exterior will be of modern design. It is to sell for about 160 DME.
- Estimated production figures for the WERRA for the remainder of 1954 are optimistically calculated at 50,000 to 60,000 units, and about 150,000 units are to be manufactured during 1955. This camera has been developed by Rudi Mueller and his staff.
- Gollnow (fnu), the DIA<sup>1</sup> photo camera sales chief, expects to sell at least 10,000 WERRA cameras in West Germany before Christmas 1954.
- Zeiss Jena and DIA have been worried about their large stocks of binoculars and portable 16-mm. sound movie projectors. They therefore intend to display these two items very prominently at the Leipzig Fair and to sell them at ridiculously low prices just to get rid of their large inventories.

Comment: Deutscher Innen- und Aussenhandel - Feinmechanik-Optik

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