THE ALPA 12 FPS – MODULAR PHOTOGRAPHIC CAMERA SYSTEM

The model ALPA 12 FPS offers a consistent system-design approach to a product which generally comes in the form of a closed combination. It also allows to re-use power and resource intensive products – especially lenses – from existing and vanished manufacturers. Aimed at appealing to individual preferences and with built-in future compatibility, the ALPA 12 FPS is a modular model in the best and most literal sense - a trailblazing innovation in the design of sustainable, long lasting consumer goods.

The ALPA 12 FPS was released 2012/2013. Designers: Thomas Weber, André Oldani

ALPA OF SWITZERLAND

After more than 45 years of concentrating on 35-mm reflex cameras, the ALPA brand name vanished from the scene. After a gap of eight years, the ALPA 12 appeared with a completely new concept of camera design in 1998. The new ALPA brand has since established itself securely at the top of its chosen field.

ALPA cameras are precision tools. Made with passionate and skilled craftsmanship for a small group of connoisseurs. Much like musical instruments, cameras of this caliber require the practiced fingers (and the eye) of a master. Such photographers do not require automatic functions. Or a constant stream of new models. ALPA cameras simply provide the same as all good tools and instruments – the best possible quality in design, material and manufacture. In the hands of a master they can produce photographic results far above the mediocre. Many experts consider ALPA cameras the best and most versatile of their kind. For many photographers they are also the most beautiful and the most desirable.

The revived company ALPA Capaul & Weber Ltd. is run by Ursula Capaul, Thomas Weber and André Oldani and is based in Zurich / Switzerland.

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UBIQUITOUS

The ALPA 12 FPS is a completely modular camera. It is able to adapt several 3rd party lenses and offers the ultimate versatility in combining lenses and digital backs up to 80 mega-pixels today.

The image shows the ALPA 12 FPS with Canon EOS EF 85 mm f/1.2L II USM lens on ALPA Canon adapter. The FPS is able to control aperture and the focus mechanism of all Canon lenses and other brands.

SUSTAINABLE

Its modularity allows the re-use of existing equipment as energy and resource inten-sive products like lenses and digital capturing devices.

The image shows the ALPA 12 FPS with a Zeiss film lens Distagon T* CP 2 21 mm T/2.9 and the 39 mega-pixel digital back Phase One P45+.
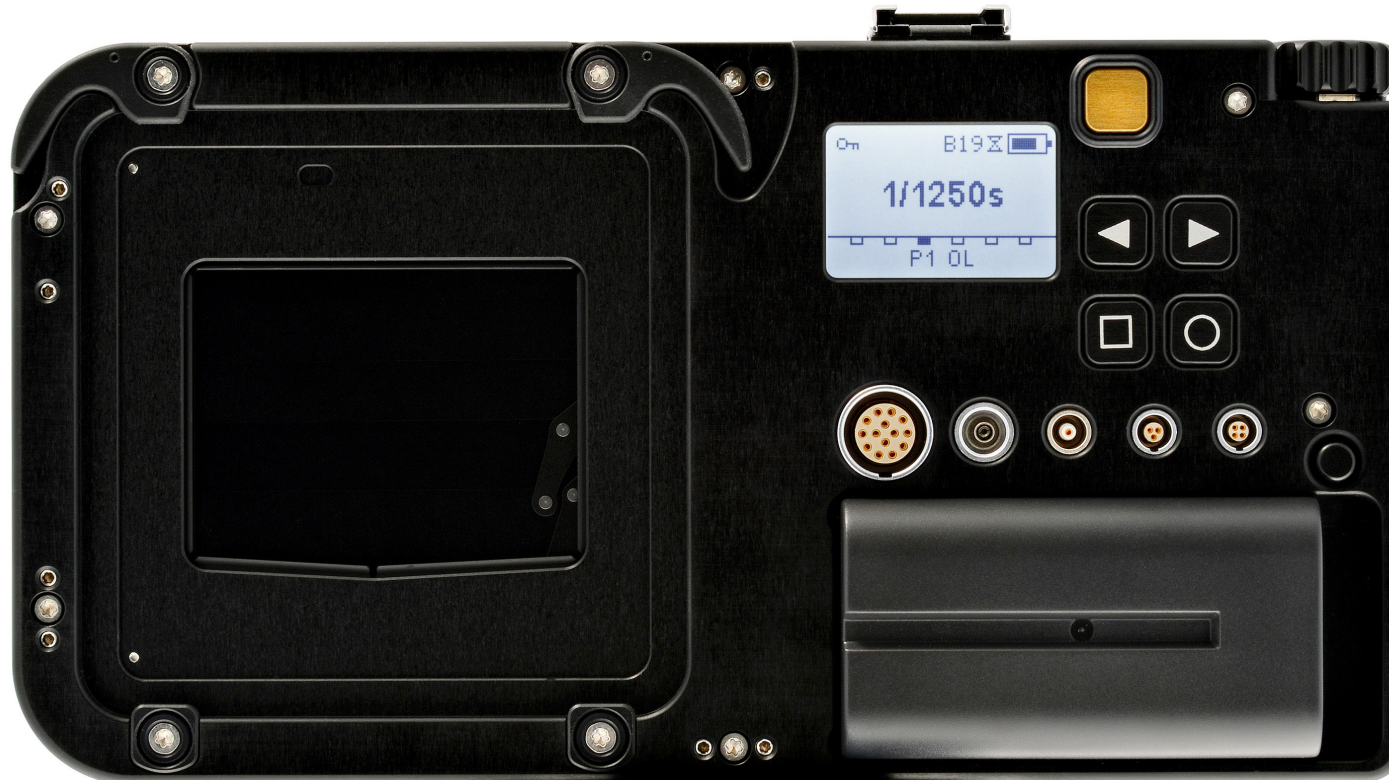
ALPA 12 FPS FZN

MODULAR

The ALPA 12 FPS is a completely modular camera. It is able to adapt several 3rd party lenses including legacy lenses. Integration into the vast ALPA 12 camera platform is given. The longish, flat shape allows the use as shutter module on every existing ALPA 12 camera body since the very first built 1998.

The images show the ALPA 12 FPS with a legacy lens Zeiss Planar T* 3.5/100 mm for Hasselblad V cameras in combination with a tilt adapter and an ALPA 12 STC camera body for additional shift/stitching ability.

USER-FRIENDLY

The ALPA 12 FPS is designed with the intensive use of professional and non-professional photographers in mind. It is a tool to be mastered but reliable and straight forward. The user interface (hard- & software) is easily understandable and simple. Each element has its distinctive function and can be taught to assistants and new users rapidly.

The image shows the rear of the ALPA 12 FPS with display, function keys/elements, the connectivity (Swiss LEMO connectors) and the battery power supply based on worldwide available battery types (Sony L type) in any size and make.

ULTRA VERSATILE

The ALPA 12 FPS can accommodate extreme digital backs capable of producing the highest resolving images in digital photography - those existing and those of the future. It is the first ultra versatile medium format digital camera.

The image shows the ALPA 12 FPS with an attached Phase One IQ180 digital back combined with an ALPA HR Alpagon lens from Rodenstock. This sensor produces 80 mega-pixels of RAW data.