

# Diana+

We proudly reintroduce

by **lomography**



A loving recreation of the legendary  
1960's all-plastic cult camera



[www.lomography.com/diana](http://www.lomography.com/diana)

Back in the 1960's, a small firm in Hong Kong – the Great Wall Plastics Factory – created a dirt-cheap 120 camera called the “Diana.” but discontinued it after only a couple of years. As a cult artistic tool of avant-garde photographers, it was a rousing success for its soft & dreamy images – the kind of shots that present a story through super-saturated colors, unpredictable blurring, and random contrast. Among the countless fellow humans who love to use the Diana you will find names like Mark Sink, Allan Dettrich and Tony Lim.

In many ways, the Diana is close to our very own beloved Holga camera. But if Holga shots are “Medium Rare,” then the Diana is “Totally Uncooked.”

As the Diana has been out of production for almost 30 years, we decided it was time for a grand comeback! From the beginning, we knew that our reproduction would have to add something to the original and dramatically expand its creative potential. We'd call it Diana PLUS.

## ALL OF THE CLASSIC FEATURES – AND A FEW NEW ONES

- The Plastic Fantastic Diana Lens
- Two Shutter Speeds
- Two Image Sizes  
12 full-frame shots (5.2x5.2cm), or 16 smaller square images – in the classic Diana format (4.2x4.2cm)!
- Multiple and Partial Exposures
- Pinhole Function  
Remove the lens, set the aperture to pinhole and shoot oldest school!
- Endless Panorama Function

### Package includes:

Diana+ Camera  
Diana Photobook  
Manual  
Shutter Release Blocker  
42 x 42 mm frame  
46.5 x 46.5 mm frame

### Details:

Lomography Item Nr.: HP600  
EAN code: 9007710007405  
WS: 18,00 Euro net /  
MSRP: 40,00 Euro  
Box: 12 pcs.

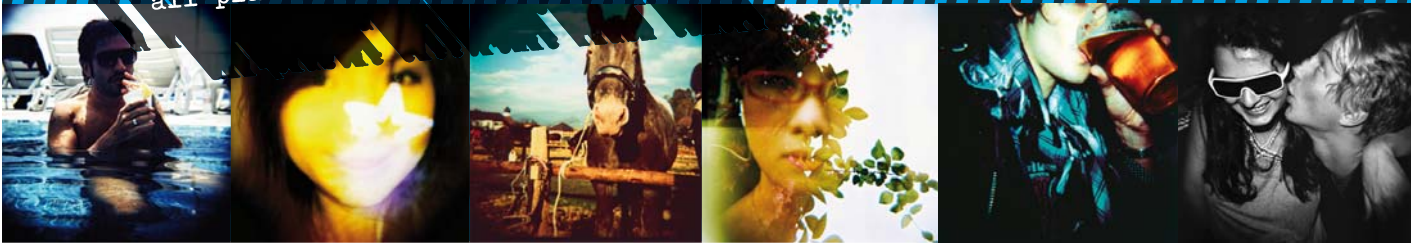
### Contact:

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e-mail: [orders@lomography.com](mailto:orders@lomography.com)

# We proudly present Diana F+ by **lomography**



A loving recreation of the legendary 1960's  
all-plastic electronic flash camera



[www.lomography.com/diana/diana-f-camera](http://www.lomography.com/diana/diana-f-camera)

With its re-launch in 2007, and the commercial success thereafter, the Diana+ camera has reached the cult status of its original and has proven that analogue photography is far from extinction.

Quite to the contrary: we are about to set the cherry on the cream cake and letting our friends of the old-school shine in even more glory.

The hot new Diana F+ is equipped with an electronic flash that is out to bring back the flash-storms we know of the early sixties. With its smart retro-look, the new Diana F+ is guaranteed to capture all looks wherever it is flashed.

To top it all off, the package comes with two flash adaptors to allow the use on "conventional" cameras.

## All old familiar Diana+ features are back on board again:

- The plastic-fantastic Diana lens
- Two shutter speeds
- Two image sizes (12 squared images in 5.2x5.2 cm, or 16 smaller images in the classic Diana format of 4.2x4.2 cm)
- Multiple and partial exposures
- Pinhole function
- Endless panorama function
- Shutter lock and tripod thread

## Included in the package are:

- Diana F+ camera
- Diana F+ flash
- Two flash adaptors
- Colorfilters
- Lens cover
- Diana F+ book
- Manual
- 4.2x4.2 cm mask
- 4.65x4.65 cm panorama mask

## Order details:

WS: 36,00 Euro net / MSRP: 80,00 Euro  
Box: 12 pcs.  
Article Nr.: HP700  
EAN-Code: 8 39228 00560 9

## Contact:

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# Diana F+ Clones

<http://microsites.lomography.com/diana/products/clones>



Diana F+ "Mr. Pink"  
HP700MRP



Diana+ "Edelweiss"  
HP650EW



Diana F+ "Snowcat"  
HP700SCAT



Diana F+ "Black Jack"  
HP700BJ



Diana F+ "CMYK"  
HP700CMY



Diana F+ "Glow"  
HP700GLOW



Diana F+ "Hong Meow"  
HP700PANDA



Diana F+ "Tokyo Rising"  
HP700WWT



Diana F+ "Qing Hua"  
HP700QH



Diana F+ "El Toro"  
HP700TORO

Diana F+ Clones  
WS: 40,50 EUR net  
MRSP: 90,00 EUR  
P.U.: 6

Diana+ Edelweiss  
WS: 22,50 EUR net  
MRSP: 50,00 EUR  
P.U.: 6



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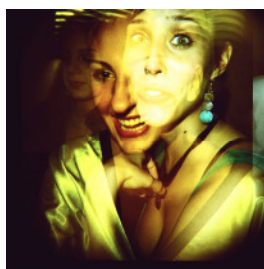


## Lomography proudly presents: Diana+ Accessories

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### Diana Flash+

[www.lomography.com/diana/products/diana-plus-flash](http://www.lomography.com/diana/products/diana-plus-flash)

EAN no.: 9007710007627

Art.Nr.: hb700f

WS: 22,50 Euro net, MSRP: 50,00 Euro, Box: 12 pcs.



With the classic 1960s design Diana Flash+ you can take gorgeous images – day and night. Gel filters are included to flash some funky colours on your subject.



### Diana+ Splitzer

[www.lomography.com/diana/products/splitzer](http://www.lomography.com/diana/products/splitzer)

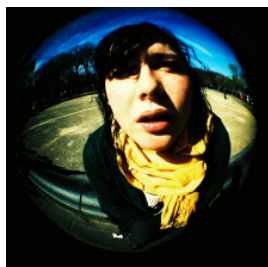
EAN no.: 9007710007870

Art.Nr.: h700split

WS: 5,40 Euro net, MSRP: 12,00 Euro



Slip the Splitzer easily on to the lens of your Diana+ or Diana F+ and twist the blades with your fingers. By slicing and dicing your photos, you can re-combine them to make something entirely new. With the Splitzer, your multiple-exposure opportunities are basically endless.



### Diana+ 20mm Fisheye Lens

[www.lomography.com/diana/products/lenses/20mm-lens](http://www.lomography.com/diana/products/lenses/20mm-lens)

EAN no.: 9007710007863

Art.Nr.: z710

WS: 15,80 Euro net, MSRP: 35,00 Euro, Box: 16 pcs.



With the interchangeable Diana+ 20mm Fisheye Lens you can take super-wide pictures because each shot yields a 180° square image. People, animals or cities – with the Fisheye Lens everything gets hit by the fisheye effect.



### Diana+ 38mm Super Wide Lens

[www.lomography.com/diana/products/lenses/38mm-lens](http://www.lomography.com/diana/products/lenses/38mm-lens)

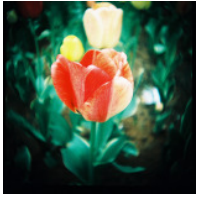
EAN no.: 9007710007917

Art.Nr.: z720

WS: 13,50 Euro net, MSRP: 30,00 Euro, Box: 16 pcs.



The Diana+ 38mm Lens has a view angle of 120° giving you a super-wide perspective. City and country-scapes will be captured to the very corners of your frames. Close-up subjects will look especially charming due to their slightly stretched appearance. The package also includes a true viewfinder to get a nice preview of your shot.



### Diana+ 55mm Wide & Close-up Lens

[www.lomography.com/diana/products/lenses/55mm-lens](http://www.lomography.com/diana/products/lenses/55mm-lens)

EAN no.: 9007710007924

Art.Nr.: z730

WS: 18,00 Euro net, MSRP: 40,00 Euro, Box: 16 pcs.

With the Diana+ 55mm Wide & Close-up Lens package (including viewfinder) you can choose between two different perspectives. You can take wide-angle images as well as extreme close-up shots. With your Close-up Lens you can shoot everything that pops up as close as 15 cm from your Diana.

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### Diana+ 110 mm Wide & Telephoto Lens

[www.lomography.com/diana/products/lenses/110mm-lens](http://www.lomography.com/diana/products/lenses/110mm-lens)

EAN no.: 9007710007306

Art.Nr.: z740

WS: 13,50 Euro net, MSRP: 30,00 Euro, Box: 16 pcs.

The Diana+ 110mm Wide & Telephoto Lens (including viewfinder) has an absolutely unique "softened" special effect. Get your desired objects really close – no zooming, but a perfect accessory for wild horses and pretty ladies and gents passing by.



### Diana+ 35 mm Back+

[www.lomography.com/diana/products/35mm-back](http://www.lomography.com/diana/products/35mm-back)

EAN no.: 9007710007948

Art.Nr.: z700fa

WS: 20,30 Euro net, MSRP: 45,00 Euro, Box: 12 pcs.

The interchangeable Back+ for the Diana+ allows your medium format camera to shoot 35mm. With the Diana Back+ you have four 35mm image formats to choose from! Check out the unique exposed sprocket-hole look achieved with the panoramic format.

# Diana Instant Back+

ダイアナ インスタント バック+ **lomography**



Create the distinctive Diana effect in one moment, then watch it develop instantly in front of your very eyes, the next! The Diana Instant Back+ steals the show as the ultimate accessory through combining the world of Diana+ creative possibilities with the immediate gratification of the great Polaroid-style photography! With the Diana+'s experimental features and ever-growing collection of accessories, whether you're into Fisheye, close-up, the Splitzer, Colorsplashing or even pinhole... you can now shoot them all, instantly!

The Diana Instant back+ was developed by Lomography Japan. It's the first, and only, time the Fujifilm Instax Mini format has been used in this innovative way! You'll be pleased to know, Fujifilm Instax Mini is in constant production and easily available for your Diana Instant Back+ adventures.

## Instant Back+ Highlights

- \* Easily clips onto the back of the Diana F+
- \* Expose the film as usual using the Diana controls and then press the release button on the rear of the Instant Back to get your photo.
- \* Compatible with all Diana F+ cameras
- \* Tripod 'Ears' for steady shooting and long exposures
- \* Uses Fuji Instax Mini film - only!
- \* Automatic film number counter
- \* Battery operated -2x CR2 batteries (batteries not included)
- \* Tripod thread



## Diana Instant Back+ Z700INST

WS: 36,00 EUR net

MRSP: 80,00 EUR

BOX: 12 pcs.

## Contact

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## Lomography proudly presents... Diana F+ Deluxe Kit

Get the complete Diana+ Package. The whole Diana crew is coming together in one pack for a family reunion.

In addition to the camera, all lenses, the Splitzer, flash, cable release and the 35mm Back+ are combined in the ultimate combination package.

With this smashing king-sized package you can try out all the Diana+ accessories. Enthusiasts of old school-photography will be amazed and your stretched perceptions will become analogue reality.

30% discount compared to buying all parts separately!



The Diana Deluxe Package includes:

- Diana F+ Camera
- Multilingual instructions
- "Diana Vignettes" hardcover photo book

### Interchangeable Lenses

- 20mm Fisheye Lens
- 38mm Super-Wide Lens
- 55mm Wide & Close-Up Lens
- 110mm Telephoto Lens
- Additional viewfinders and accessories for each lens

### Flash equipment

- Diana Flash+
- Diana+ Flash Adaptor
- 12 different color gel filters

### Accessories

- interchangeable 35mm Diana Back+
- Diana cable release adaptor
- standard cable release
- "Splitzer" – the multiple image slicing accessory

### Contact:

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[www.lomography.com](http://www.lomography.com)

### Order information:

WS: 108,00 Euro net / MSRP: 200,00 Euro  
Box: 2 pcs.  
Article no.: HP800  
EAN-Code: 8 39228 00570 4

