

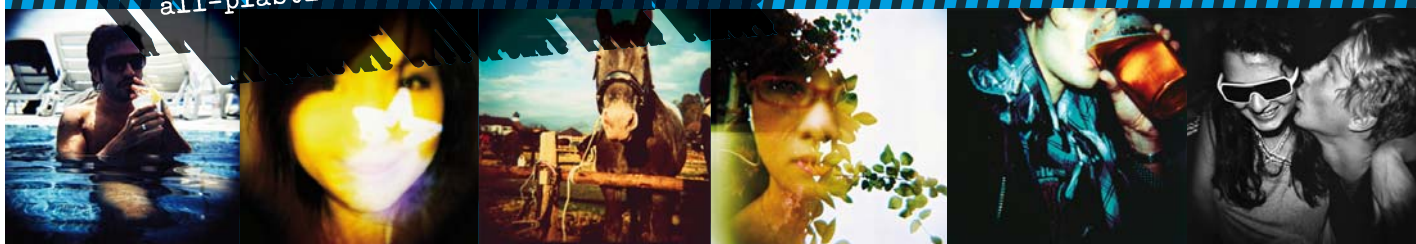
Diana F+

La Société Lomographique
est fière de présenter

by **lomography**



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



www.lomography.com/diana/diana-f-camera

Après son relancement l'année dernière et sa réussite commerciale, l'appareil Diana + a atteint le statut culte de l'original. Et le Diana + a éprouvé que la photographie argentique est loin de l'extinction.

Au contraire. Nous mettons la cerise sur la chantilly et régalons les amis modernistes de la vieille école encore plus :

Le Diana F+ est équipé d'un flash électronique dans un look rétro über-smart des années 60. Il captera tous les regards ou il est flashé.

En dessus de tout cela, le lot vient avec 2 adaptateurs qui permettent de l'utiliser avec des appareils conventionnels.

Toutes les caractéristiques du premier Diana+ sont encore incluses :

- La lentille Diana plastique-fantastique
- 2 vitesses d'obturateur
- 2 tailles d'image (5.2 x 5.2 cm, 4.2 x 4.2 cm) et un cache pour des photos panoramiques
- expositions multiples ou partiales
- fonction sténopé
- fonction panoramique
- blocage d'obturateur et adaptateur pour un pied

Inclus dans le pack :

- Diana F+ Camera
- Diana F+ Flash
- Deux adaptateurs de Flash
- Filtres de couleur
- Couverture de lentille
- Livre Diana F+
- Mode d'emploi en 8 langues
- 4.2 x 4.2 cache
- 4,65 x 4,65 cm cache pour des photos panoramiques

Détails de commande :

Prix d'achat revendeurs: 36,00 Euro /
Prix de vente conseillé: 80,00 Euro
Unités/Paquets: 12
Code article: HP700
Code EAN : 8 39228 00560 9

Contact:

Lomographische AG, Hollergasse 41
A-1150 Wien
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www.lomography.com

Diana+

We proudly reintroduce

by **lomography**



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



www.lomography.com/diana

Dans les années 60, une petite entreprise à Hong Kong – l'« Usine de Plastique Grand Mur' » - a créé un appareil 120mm à très bas prix le « Diana ». Il a malheureusement arrêté sa fabrication deux ans plus tard. Outil artistique culte des photographes avant-gardes de l'époque, il a connu un formidable succès grâce à ses photos douces et rêveuses – le genre de photo qui racontent une histoire à travers des couleurs super saturées, des flous imprévisibles, et du contraste aléatoire. Parmi les multiples utilisateurs de la Diana, on retrouve des noms comme Mark Sink, Allan Detrich et Tony Lim.

Par beaucoup d'aspects, la Diana ressemble beaucoup à notre appareil Holga mais si les photos Holga sont « à point », on peut dire que les images Diana sont « bleues ».

Conscients que la Diana n'était plus produite depuis presque 30 ans, nous avons décidé qu'il était temps d'un grand « come-back » ! Depuis le début, nous avons en tête d'ajouter quelque chose à l'original dans le but d'étendre considérablement son potentiel créatif. Nous l'appellerions: la Diana PLUS.

Tous les caractéristiques originales – et quelques nouvelles:

- La lentille Diana plastique-fantastique
- Deux temps d'expositions
- Deux tailles d'image
- 12 cadres pleins (5,2 x 5,2 cm) ou 16 cadres carrés dans le format Diana original (4,2 x 4,2 cm)
- Expositions multiples et partielles
- Fonction sténopé
enlève l'objectif, mets l'obturateur sur sténopé et prends tes photos comme au 19^{ème} siècle
- Fonction panoramique sans fin

Le Pack contient :

Appareil Diana+
Livre Photo Diana
Mode d'emploi en 8 langues
Blocage de déclencheur
42 x 42 mm cache
46,5 x 46,5 mm cache

Détails:

Réf. Produit HP600
Code EAN : 9007710007405
Prix d'achat
revendeurs: 18,00 Euro /
Prix de vente
conseillé: 40,00 Euro
Unités/Paquets: 12

Contact:

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Fax: +43-(0)1-899-44-22
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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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CONTACT

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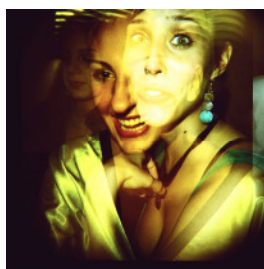


Lomography proudly presents: Diana+ Accessories

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Diana Flash+

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

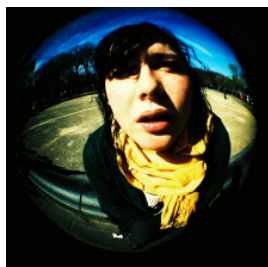
EAN no.: 9007710007870

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

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

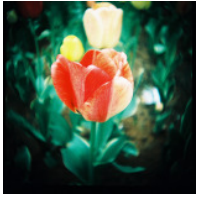
EAN no.: 9007710007917

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

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

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

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

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Order information:

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

