

DIANA+

A CLASSIC CAMERA THAT WILL LEAVE YOU MESMERIZED WITH EVERY MASTERPIECE IT CREATES.

“A blurry-soft and dreamy-tone Diana image is more an interpretation of reality than a correct representation of it”



OVERVIEW:

The original Diana camera was created in Hong Kong in the 1960's. Made entirely of plastic each camera cost about one dollar. By the 1970's the camera was discontinued and was marked as a commercial failure. However by the late 70's the Diana had risen again as a cult artistic tool of avant-garde and lo-fi photographers. With the Diana you never know what to expect, her shots are raw and gritty with a character all of their own. The Diana is considered to be a crucial to the world of analog photography and that is why Lomography has rebuilt this master piece from the ground up.

The new Diana still has all the original charm (radiant color-dripping lens, soft-focus surprises, all-plastic body, dead-simple shutter) as well as something new, including Pinhole & Endless Panorama features. So pick up your Diana+ and start shooting anything and everything, the results will amaze you!

FEATURES:

Plastic Lens: The plastic lens is an original trademark feature of the old Diana and thanks to Lomography it is also a feature of the new Diana. This

special lens will give you beautiful dreamy images and sometimes blurry but mind blowing results.

Two Shutter Speeds: With the Diana+ you can take beautiful classic pictures all the time, be you inside or outside at anytime of the day or night thanks to the two shutter speeds. Chose "N" for normal daytime snapshots and "B" for indoor and night time exposures.

Two image sizes: The Diana+ gives you two choices when it comes to image size. You can choose between 12 full size frames (5.3x5.2cm) or 16 smaller images (4.2x4.2cm) the classic Diana+ format!

Multiple and Partial exposure: The Diana+ allows you to advance your shots as much or as little as you like to achieve multiple exposure, half exposed frames and stretched out crazy long shots.

Pinhole function: Removing the lens and setting the aperture to a super-small pinhole allows any Diana+ user to shoot awesome wide-angle images through a seriously small hole. The results are amazing!

Endless Panorama: Using this setting on your Diana+ and matching it with the smaller image format lets you place sequential frames next to each other creating a concurrent panoramic image.

Shutter lock and Tripod thread: To keep your shots steady the Diana+ comes with a standard tripod thread on the bottom plus a shutter lock which allows you to keep the shutter indefinitely without holding it down.

Modifications: For the serious photography who loves a challenge the Diana website features a number of modifications that can be made to your Diana+.

ACCESSORIES:

Diana F+ Flash: A retro-styled electronic flash which fires a burst of white or colored light at your subject. Included adapters allow you to use the Diana Flash on standard hotshoe cameras (like the LC-A+ and Fisheye 2) or use a hotshoe flash on Diana F+ body.

Diana F+ Removable Lens: The Diana F+ offers a removable lens and super-small aperture for pinhole images, two image formats (12 or 16 square shots on

a standard 120 roll), an endless panorama feature that allows for unlimited and nearly seamless panoramic shots, and both a standard tripod thread & shutter lock for easy shake-free long exposures. Its plastic lens, 2 shutter settings (daylight & "B"), 3 aperture settings, and manual focus are all hallmarks of the original Diana.

Diana+ Fisheye Lens: The super-wide interchangeable Fisheye lens for the Lomography Diana + cameras. Each shot yields a 180° circular image on a square print bursting with the Diana + saturated colours and dreamy atmosphere. This enormous field of view takes in half of the world around you and compacts it into a tight circular image. Barrel distortions twist and bend your subjects around the edges, stretch them towards and away from your lens, and converge their lines towards the center.

Each fisheye image shows massive depth of field, so your subject and background will be nice and crispy clear. A Fisheye Viewfinder and plastic mount is included to preview your shots. Compatible with all Lomography Diana+ and Diana F+ cameras.

SPECIFICATIONS:

Film format: 120

Size: 5" x 3.75" x 3" (12.5cm x 9.5cm x 7.6cm)

Shutter: Variable shutter (daytime & "B" for unlimited long exposures)

Shot sizes: 12-shot (5.2x5.2cm), 16-shot (4.2x4.2cm), and endless Panorama (4.6x4.6cm) formats

Removable lens for super-wide-angle pinhole shots.