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The Neptune Convertible Art Lens System

One Story, Unlimited Endings — Now Available on Kickstarter

- **One System, Three Prime Lenses, Two Aperture Mechanisms:** introducing a unique new way of shooting — mix and match focal lengths, f/stops, and special aperture plates to adapt the Neptune Convertible Art Lens System to your style, mood or subject.
- **Three Fixed Focal Lengths for Flawless Images in Every Situation:** This handcrafted lens system delivers superb optical quality at a fixed focal length of 3.5/35mm, 2.8/50mm or 4/80mm. Thanks to its closest focusing distance, the Neptune Convertible Art Lens System lets you get incredibly near to your subject. It offers clean and crisp shots, dense colors and freedom of choice in a small and compact design.
- **A Dual Aperture System for Extended Creative Options:** Rely on the seamless iris diaphragm aperture mechanism for stunningly sharp photos and videos, or use the special drop-in aperture plates to create rich bokeh.
- **An Expandable System to Grow With Your Creativity:** Inspired by Charles Chevalier’s innovative concept, the Neptune Convertible Art Lens System looks to the future — Lomography is already designing new lens components with a range of unique effects and possible focal lengths from an ultra-wide-angle 15mm to a 400mm monocular.
- **Back On Kickstarter to Create a Seventh Project with You:** Six successful projects later, Lomography is back on Kickstarter to finalize a brand new invention with supporters worldwide. Backers will not only save up to 45 percent on the Neptune Convertible Art Lens System but will also be deciding which focal length Lomography will be creating next!



One System, Three Prime Lenses, Two Aperture Mechanisms:

The Neptune Convertible Art Lens System offers unlimited stylistic possibilities to a whole new generation of photographers. It’s a single lens system that consists of three interchangeable lenses, each of which can be attached to the lens base to shoot at a fixed focal length of 3.5/35mm, 2.8/50mm or 4/80mm. What’s more, you can switch through a range of apertures and use special drop-in aperture plates to achieve countless shooting styles. Ideal for photography and perfect for videography because of its seamless aperture, the Neptune Convertible Art Lens System offers you the ideal tools and much more for complete creative freedom — whether you’re capturing street, fashion, nature, portraiture or just the beautiful simplicity of everyday life.

Three Fixed Focal Lengths for Flawless Images in Every Situation:

Each Neptune Convertible Art Lens System has been carefully assembled by hand using the finest multi-coated glass optics. Your shots will be clean, crisp and filled with strong, saturated colors even at the unrivalled closest focusing distances of 0.25m (35mm), 0.38m (50mm), 0.8m (80mm). With three elements in three groups in the lens base and four elements in four groups in each of the interchangeable front lenses, the Neptune Convertible Art Lens System delivers prime-lens optical quality whilst offering a choice of three different fixed focal lengths. Use the Thalassa 3.5/35 Art Lens to frame architecture, street and urban scenes at 35mm; rely on the versatile 50mm focal length of the Despina 2.8/50 Art Lens for fashion, editorial and everyday; or change to the Proteus 4/80 Art Lens and shoot perfect portraits and beautiful nature photography at 80mm. Inspired by Neptune's moons, each focal length is determined by the proximity of their lens' namesake to that distant, blue planet. Handcrafted to be lightweight and portable, the Neptune Convertible Art Lens System is small, compact and the only thing you need in your bag — no matter where your creativity takes you.

A Dual Aperture System for Extended Creative Options

Each of the interchangeable lens elements of the Neptune Convertible Art Lens System works with a seamless iris diaphragm aperture mechanism to produce meticulously sharp images at smaller apertures and beautiful smooth bokeh at larger apertures. Each prime lens has its optimal maximum aperture — f/3.5 for Thalassa, f/2.8 for Despina and f/4.0 for Proteus; but you can also push beyond these to experiment and produce unique effects with the Thalassa and Proteus lens elements. And that's not all — the Neptune Convertible Art Lens System also includes special aperture plates that you can insert in front of the iris diaphragm to edge your frame with delicate bokeh.

An Expandable System to Grow With Your Creativity

The potential of the Neptune Convertible Art Lens System is unlimited. Inspired by Charles Chevalier's first convertible lens from the 19th century, Lomography is re-defining this classic yet ground-breaking concept as an expandable lens system. The Neptune Convertible Art Lens System looks to the future, and Lomography is already designing new front lens components with a range of unique effects and possible focal lengths from an ultra-wide-angle 15mm to a 400mm monocular. No matter where your creativity takes you, with this Art Lens System in your bag, you'll be ready for everything. Available in Canon EF, Nikon F or Pentax K mount and compatible with a wide range of other cameras using adapters available from Lomography, it's the ideal solution for photographers and videographers everywhere.



Thalassa 3.5/35mm



Despina 2.8/50mm



Proteus 4/80mm

Back On Kickstarter to Create a Seventh Project with You

Lomography loves sharing its latest inventions with its global Community from the early stages of their conception. That's why Lomography is back on Kickstarter. With six successful projects already completed, Lomography is excited to invite the Community to help shape the Neptune Convertible Art Lens System. As a thank you for all their fantastic support, backers will save up to 45 percent on the retail price of the Neptune Convertible Art Lens System, which will be 990 USD. Backers will also be able to add a whole host of exclusive extras to their pledge packages. The journey has only just begun as backers will also have the chance to vote for the focal length of the next front element that Lomography creates. As ever, early birds get the best deals. So don't delay! Make sure you back the Kickstarter campaign before it ends on 7 June 2017.

Tech Specs

Focal Length: 35mm, 50mm, 80mm, front element group convertible

Aperture: Dual aperture system

- Multi-scaled diaphragm aperture: 35mm: extended, f/3.5 - f/22 , 50mm: f/2.8 - f/22, 80mm: extended, f/4 - f/22
- Drop-in aperture plates

Field of View: 35mm: 63°, 50mm: 46°, 80mm: 30°

Lens Mounting Profile: Canon EF, Nikon F or Pentax K

Closest Focusing Distance: 35mm: 0.25m , 50mm: 0.4m, 80mm: 0.8m

Lens Construction:

- Lens Base: 3 elements in 3 groups
- Front Lens: 4 elements in 4 groups for each focal length

Filter Thread: 52mm

Lens Coating: Multi-coated

Electronic Contacts: No

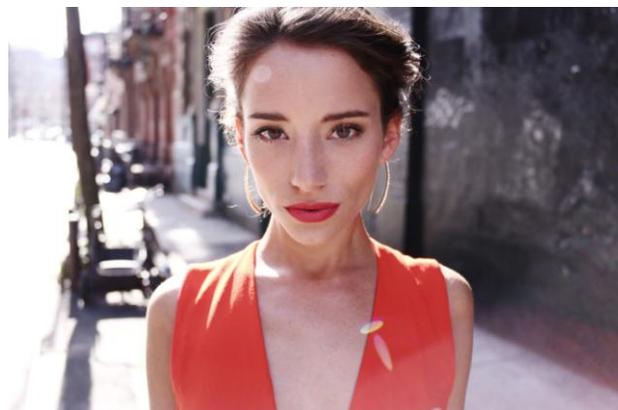
Focusing Mechanism: Helicoid



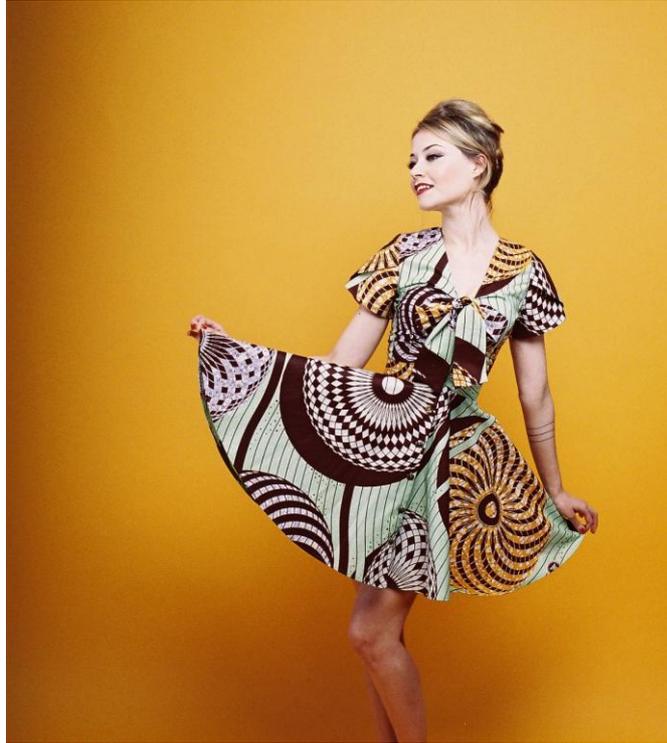
LINKS FOR EDITORS

Back us on Kickstarter Now:

<http://www.lomography.com/kickstarter>



Photos by: Left: Harimao Lee (50mm), Right-ahead: © Jonathan Taylor (35mm) Right-Bottom: Daniel Schaefer (80mm)



Photos by: Left-ahead: © Mitchell Wojcik (35mm), Left-Bottom: © Souleyman Messalti (80mm), Right: © Kurt Prinz (50mm)

WHAT THE HELL IS LOMOGRAPHY?

www.lomography.com/about

The Lomographic Society International is a globally-active organization dedicated to analogue, experimental and creative photography. Lomography stands for a freer and louder style of shooting — closer to life itself. Through the constantly expanding selection of innovative film cameras, instant cameras, Art Lenses, film & photographic accessories, Lomography promotes photography as a creative approach to communicate, absorb, and capture the world. [Lomography Gallery Stores and Embassy Stores](#) all over the world provide the full Lomography product range and a place for exhibitions, workshops, meet-ups and all Lomographic needs. Lomography.com is a thriving online community of creative individuals dedicated to experimenting with photography and pushing the boundaries of what's possible. Through the enthusiastic engagement of Lomographic Society members, Lomography seeks to document the incredible planet around us in a never-ending archive of imagery — literally a global “Lomographic” portrait as seen through the eyes of countless individuals and cultures.

WHO THE HELL ARE LOMOGRAPHERS?

Lomographers can be anyone and everyone! All that matters is that you have a passion for photography — and a hunger for playing with the boundaries of what's possible with this marvelous medium. Lomographers have wandering minds and ever-curious souls; a natural tendency to dance barefoot on rooftops, shoot from dusk 'til dawn, stay up until stupid o'clock to chase the sunrise. For Lomographers, the universe isn't a place to be stared at and studied; it's a maze to be explored and get lost in. Each day is a chance to stray off the beaten path, and find the still point of the turning world where great photography happens. The thirst to travel, create, experiment, make mistakes, share and experience this whole myriad of emotions is what keeps Lomographers restless on this little planet we call Earth.

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