

OFFICIAL PRESS RELEASE

The Lomographic Society Proudly Presents:

LOMOGRAPHY BRIGHTENS UP OCTOBER WITH THE NEW LOMO'INSTANT AUTOMAT DAHAB



THE MOST ADVANCED FULLY AUTOMATIC INSTANT CAMERA, NOW AVAILABLE IN A SUPER SPARKLING NEW STYLE!

- **A SHINY NEW LOMO'INSTANT AUTOMAT EDITION:** Inspired by beautiful bronze beaches and opulent Egyptian jewellery, the Lomo'Instant Automat Dahab is clad in a captivating coppery cover for seriously sumptuous instant style.
- **ENDLESS INSTANT CREATIVITY AT THE TOUCH OF A BUTTON:** Fully automatic, jam-packed with creative features, and super easy to use, this radiant, new memory maker comes with an intuitive zone-focusing system, lens attachments, a remote control shutter release, and so much more!
- **GIFT SOME INSTANT MAGIC:** Celebrated by photographers the world over, this special edition camera is perfect for beginners and experts alike. Small and compact, the Lomo'Instant Automat Dahab is ideal for travelling and will make a magnificent present for all your most creative and imaginative analogue curious friends.
- **LOMOGRAPHY — THE HUB OF INSTANT PHOTOGRAPHY:** With a wide range of creative cameras, dedicated instant photography competitions, and an unrivalled

Press Release Date:

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PRESS CONTACT

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Lomographic Society International

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LINKS FOR EDITORS

Buy the Lomo'Instant Automat Dahab Single Package:

<https://shop.lomography.com/lomo-instant-automat-camera-dahab>

Buy the Lomo'Instant Automat Dahab Combo Package:

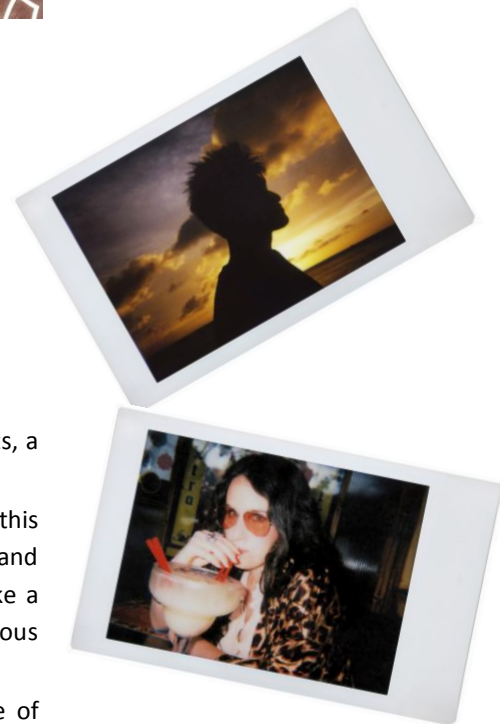
<https://shop.lomography.com/lomo-instant-automat-camera-dahab-with-lenses>

Visit the Lomo'Instant Automat microsite:

www.lomography.com/lia

Do you prefer a hands-on shopping experience? Visit one of Lomography's stores:

<https://www.lomography.com/about/stores>



creative platform for archiving and showcasing instant photos, Lomography continues to innovate with new and exciting instant photography ideas.

A SHINY NEW LOMO'INSTANT AUTOMAT EDITION

Lomography's most advanced automatic instant camera is back with all the same fantastic features and a fabulous new design. The **Lomo'Instant Automat Dahab** is a super sparkly, bronze beauty brimming with Egyptian elegance. With its brilliant coppery cover this sumptuous, metallic instant camera will be sure to stand out from the crowd. Available in the Lomography [Online Shop](#) and [Gallery Stores](#) worldwide as a Single package for 159 EUR, or a Combo package, which includes four additional lens attachments, for 189 EUR. The [Lomo'Instant Automat Family](#) currently has four more fabulous designs: check out the elegant, white Bora Bora, the punchy green and gold Cabo Verde, the super smart Playa Jardín, and the stylish maroon, red South Beach [here](#). Every Lomo'Instant Automat camera also comes with fantastic tipster cards to ignite your creative spirit, along with mini magnets and stickers so you can show off all your instant creations.

ENDLESS INSTANT CREATIVITY AT THE TOUCH OF A BUTTON

The **Lomo'Instant Automat Dahab** has got heaps of super easy experimental potential just waiting to be unleashed. Armed with an **advanced automatic mode** that adjusts shutter speed, aperture and flash to your surroundings, this dazzling new memory maker will give you perfectly exposed shots in every shooting situation. And, with a lens cap that doubles as a **remote control shutter release**, you can snap perfect festive family photos, or take shake-free long exposures from up to 5m away. Add to that an **intuitive zone-focusing system**, a **long exposure mode** for capturing the long winter nights, and so many more creative features, and you've got yourself some real creative gold. With the help of the **tiny built-in mirror** you can take superb selfies, or tint your world with a set of **Color Gel Flash Filters**. Make yours a Combo package and play around with **Wide-angle, Fisheye, and Close-Up lens attachments**, or slice and dice your shots with a **Splitzer**.

GIFT SOME INSTANT MAGIC

Critically acclaimed and loved by photographers for its super stylish and compact design, the **Lomo'Instant Automat Dahab** is designed to fit perfectly in with your life. Renown for its easy to use and versatile features, this lightweight, special edition camera makes on-the-go photography look and feel effortless. The **Lomo'Instant Automat Dahab** is the perfect tool to complete the merrymaking this holiday season. Gift it to friends and family and they'll have no trouble taking it along with them to all their festivities. Add some sparkle to the party, shoot magical memories, and spread some holiday cheer this year in seconds!

LOMOGRAPHY — THE HUB OF INSTANT PHOTOGRAPHY

Lomography first dived into the wonderful world of instant photography eight years ago when it developed the Diana F+ instant back. Since then, Lomography has introduced an unmatched range of [instant cameras and accessories](#). Millions of creatives all over the world enjoy shooting on mini, wide, and square films every single day, and Lomography is proud to keep the instant momentum accelerating on with cameras to match any style or format. The [Lomography online magazine](#) keeps the inspiration flowing with articles about established and emerging artists, as well as all the latest photography tips and tricks. All over the planet photographers continue to scan and share their pocket-sized memories on the [Lomo'Instant App](#) — archive your shots, turn them into a stop motion video, or enter one of Lomography's many competitions to win some awesome prizes. On Lomography's community website you can also browse through tens of thousands of instant pictures. [Create a free account to](#) become part of an ever-expanding curation of photography talent.



TECHNICAL SPECIFICATIONS

Film Format: Fujifilm Instax Mini
Exposure Area: 62mm x 46mm
Shutter Speed: Bulb (maximum 30 seconds), 8s-1/250 (Auto Mode)
Aperture: f/8, f/22
Exposure Compensation: +1/-1 Exposure Values (Ambient Exposure)
Film Ejection Mechanism: Motorized
Multiple Exposures: Unlimited
Built-in Flash Guide Number: 9 (m)
Built-in Flash: Automatic Flash & Flash Off Mode
Zone Focusing Setting: 0.6m / 1-2m / infinity
Tripod Mount: Yes
Remote Control: 2 sensors (one at the front, one at the back), transmission via Infrared
Film Counter: LED indication, counting down
Battery Supply: 2 x CR2 batteries (6V) - not included
Remote Control Battery Supply: 1 x CR1632 (3V) - not included
Remote Control Effective Range: Sunshine: 1-2m. Indoor: 5m.
Filter Thread Diameter: 43mm

**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](http://www.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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PRESS CONTACT

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