

PRESS RELEASE

The Lomographic Society proudly presents:

Sprocket Rocket SUPER POP! Teal 2.0

lomography

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SPROCKET ROCKET MICROSITE

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shop.lomography.com/sprocket-rocket-superpop-teal



ROCK IT WITH THE SPROCKET ROCKET

BLAST OFF WITH THE NEW TEAL TINTED AND SILVER SPLASHED DESIGN

Originally released in 2011, Lomography thought it was about time for a makeover for this memory maker. The Sprocket Rocket is back and better than ever before, rocking a teal suit and silver scrolling knobs. It's ready to start capturing your life in charismatic colors — what are you waiting for to go chasing the horizon and capturing your world in luscious colors?

SPROCKET DOTTED AND PERFORATION PEPPERED PHOTOGRAPHS

Meet the world's only camera dedicated to soaking up your snaps across the entirety of 35 mm film, with sprocket holes and all! This analogue attitude is at the core of the Sprocket Rocket's and Lomography's philosophy — leave no memory uncaptured, no story untold and no film unexposed

ENDLESS PANORAMAS AND MULTIPLE EXPOSURE MADNESS

Grab hold of the Sprocket Rocket and let it take you on an out-of-this-world adventure through time and space. Twist its silver rewind knobs to slice n' dice together surreal scenes and mix n' match memories with multiple exposures. All great photographs capture the bigger picture — with its unique 1:3 panoramic aspect ratio, the Sprocket Rocket is made to do just that. Combine that with a wide 30 mm focal length, it offers an impressive 106° field of view. You can even create wider frames using the rewind knobs to seamlessly blend together landscapes and capture sweeping horizons like never before!

YOUR KEY TO PHOTOGRAPHIC FREEDOM

Lomography is devoted to spreading experimental photography around the world. An ode to analogue sincerity, their candid, light leak licked and colour splashed snaps pull at your heartstrings. Lomography is a licence to let loose, not take things too seriously, and to throw away the rule book. There's a whole lotta magic happening out there and Lomography wants to help you capture it — that's why they dropped the price of this courageous camera by a massive 20 dollars.



TECHNICAL SPECIFICATIONS

Focal Length: 30 mm

Standard image size: 72 × 35 mm

Frame insert: 70 × 24 mm

Focusing zones: 0,6 m – 1 m, 1 m – infinity.

Shutter Speeds: 1/100, Bulb

Aperture: f/10.8, f/16

Film Stopping Indicator: White Dot

Multiple Exposures: Unlimited

Tripod Mount: Yes

Hot-shoe Mount: Yes



"This camera is so easy-peasy. A real point-and-click adventurer, a good companion for every hiking tour. And it's also sturdy enough to withstand a little rough handling."

- COMMUNITY MEMBER DERMANU

WHAT THE HELL IS LOMOGRAPHY?

The Lomographic Society International is photography's wild child. Fuelled by fiery passion and burning curiosity, we're a free-spirited movement made up of over 1 million bold and brilliant creatives from every corner of the world. Lomography is a license to let loose, an invitation to ignite your inspiration and a platform to catapult your shots around the globe. Whether you're a complete novice or a photography pro, we believe that you harness the power to create something incredible — and we're dedicated to providing you with all the photographic tools you need.

WHO THE HELL ARE LOMOGRAPHERS?

Lomographers are anyone and everyone with a passion for photography — and a hunger for pushing the boundaries. They share their stunning shots with millions of photographers across the globe by uploading them to a LomoHome. They enter their favorite photos into Lomography competitions, learn new tricks at workshops and dance like there's no tomorrow at parties hosted in Lomography Gallery Stores worldwide. Their thirst to travel, create, experiment, make mistakes, share and experience LIFE in all its beautiful, bizarre and bewildering glory is what keeps Lomographers restless on this little planet we call Earth.