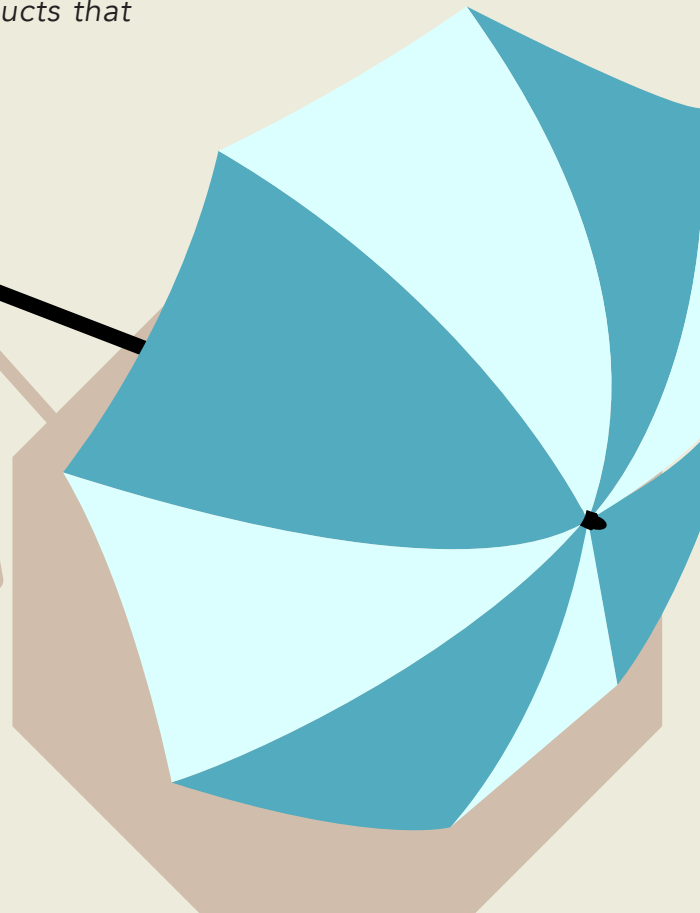


The Lomography Summer Guide



Sun's out, lenses out. The summer months are full of sun, time spent with friends and carefree experiences that we will look back on when the weather turns gray again. Lomography's line-up of cameras and accessories are fit for any summertime activity, whether it is taking a bucket-list trip or discovering new corners of one's hometown. At Lomography, we embrace experimentation, and what better season for it than summer? This Summer Guide offers a look at some of the products that make this time of year even brighter.



Lomography Cameras

Lomography cameras put the possibility of experimentation within hand (or floaties) reach.

LOMO MC-A

The Lomo MC-A offers reliable results and an eye for the details. This 35 mm point-and-shoot camera has a retractable 32 mm glass lens and is equipped with a metal body, zone focus and auto focus with LiDAR, as well as LCD display, to capture postcard moments from any trip. Its adjustable aperture and ISO settings, as well as a built-in flash, mean it packs a versatile punch and makes for an excellent travel companion to any corner of this world.

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LOMOMATIC 110

Small but mighty, the Lomomatic 110 shoots in 110 format and can fit in any pocket, pouch or beach bag. It features a glass lens, automatic exposure, controllable ISO, zone focusing and two aperture settings. The Lomomatic 110 is a camera that embraces spontaneity, and will bring its distinct charm to the 110 format to any last-minute trip this summer.

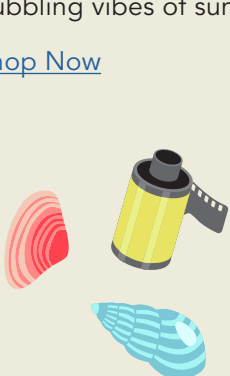
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FISHEYE NO. 2

The Fisheye No. 2 jumps into the experimental deep end with a 170-degree field of view, built-in flash and multiple exposure modes, all within an ultra-portable and lightweight design that can cast away on any analogue adventure. Its lens distorts the world, and any beach ball, in a wonderfully playful way. It offers a unique perspective of the bubbling vibes of summer.

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LOMOAPPARAT

Perhaps Lomography's most experimental camera, the LomoApparat, is incredibly wide with a 21 mm wide-angle lens, and easy to use. The epitome of a point-and-shoot camera, it lets you get totally creative anytime and anywhere. With the option for Bulb and Multiple Exposure shooting modes, coupled with different lens attachments and flash filters, the layers in its frames are something truly unique – rain or shine, beach or city.

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Instant Cameras

LOMO'INSTANT AUTOMAT

This totally automatic, totally experimental Instant camera shoots on Instax Mini film, is made to throw in a bag for a warm summer night spent out with friends, and makes those memories instantly tangible. With unlimited multiple exposures, auto and bulb shooting modes, a versatile 60 mm focal length and four extra lens attachments, the sun's the limit.

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LOMO'INSTANT AUTOMAT GLASS

Made for even crisper, even sharper instant shots, the Lomo'Instant Automat Glass takes instant photography to the next level. Shooting on Instax Mini film, the wide-angle glass lens captures any summer moment, big or small. With full automatic aperture, a close-up lens attachment, and unlimited multiple exposures, add a colored gel filter to your shots that make your memories last a lifetime. Coming in a variety of additions, there is something for any personality.

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Lomography's Instant Cameras bring that Lomographic flair to instant film, and make the perfect souvenir, postcard, or scrapbooking partner, bringing those holiday memories to life instantly.

Simple Use

Lomography's Simple Use Cameras are reloadable, not disposable. Pop in a bag for simple, on-the-go shooting as you travel from one bucket list location to the next.

SIMPLE USE RELOADABLE FILM CAMERA LOMOCHROME CLASSICOLOR

A reusable camera that packs the disposable camera aesthetic without the waste. Coming preloaded with Lomography LomoChrome Classicolor ISO 200 Film, it brings summer vibes with this sizzingly colorful film. The camera is pocket-sized, portable and easy to use. Couple it with the [Simple Use Underwater Case](#) and take it to a pool party for some sun-kissed shots. And the best part? You can do it all over again, with another roll of film.

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POOL PARTY BUNDLE

Making for a splashing analogue summer, the Pool Party bundle includes six pre-loaded Simple Use Reloadable Film Cameras plus a FREE Underwater Case! Come rain or shine, sea, river, puddle or bubble bath, this seafaring shell is a fearless photo-taking friend to protect the Simple Use camera from sand, snow, curious sharks or even rainy days!

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Accessories

Who doesn't love a good accessory, especially when it comes to film?

METAL FILM CASE

This film case for 35 mm and 120 format keeps both developed and undeveloped rolls alike safe. Given that there are many-a travel bag packed in the summer months, it keeps film organized while on the move from one gorgeous location to the next.

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X-RAY POUCH

The Anti X-Ray Protective LomoFilmBag is designed to hold films and small cameras during traveling, especially as protection against the harmful x-rays at security checkpoints.

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UNIVERSAL WRAP

Lomography's Universal Protective Camera wrap keeps cameras, lenses and photography equipment safe and bundled up. It is secure, self-adhesive and made for living life on-the-go.

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CAMERA STRAPS

The [Lomo Explorer Camera Strap Black Leather](#) and [Lomo Explorer Strap Quick Release](#) provide safe transport for almost any camera. Whether it be as a sleek accessory, or something for the moments that are just a little crazy, they are durable and made for any occasion and mountain climb.

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THE LOMOGRAPHER'S BAG

Have the cameras, have the film, have the accessories? What about somewhere to put them? The 100% Organic Cotton Totes Analogue Tote Bag is made to carry anything and everything, all with a dash of style and flair. The printed design and adjustable shoulder strap make it the perfect accessory or practical pouch on any road trip.

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WHAT THE HELL IS LOMOGRAPHY?

Established in Vienna in 1992, The Lomographic Society International is a globally active organization dedicated to analogue, experimental and creative photography. Through our constantly expanding collection of cameras, innovative films, instant photography products, lenses & photographic accessories, we're devoted to designing and producing all the photographic tools you need to create, capture and communicate this curious world we live in. Whether you're a complete novice or a seasoned pro, we believe that you have the power to create something incredible. Today, we supply Lomographers all over the world through our [Online Shop](#) as well as specialist photo labs, galleries, museums and international retail partners. Lomography is well and truly on the social media map with 1.5 million followers across Facebook, Instagram and YouTube. Make sure you join us there and tag your shots with #HeyLomography for a chance to be featured!

WHO THE HELL ARE LOMOGRAPHERS?

Lomography is not anti-digital, but rather pro-reality. Our Community is what makes us who we are, and their activities, both online and offline, keep us on our toes. This ever-growing, gigantic horde of creative, unruly, gregarious Lomographers has uploaded over 17 million photos to our [Community Site](#) – the largest online archive of analogue and experimental photography in the world. On this same site, our Lomographers can browse, scroll and interact with fellow Lomographers, they have helped build the refreshingly human Travel Guides, there's a free Online School for analogue and experimental photography and an Online Magazine. Bridging the gap between the on- and offline world, Lomography Meetups is where Lomographers can join and organize hangouts that are all about making connections in real life. It's our Lomographers thirst to travel, experiment, make mistakes, share and experience LIFE in all its beautiful, bizarre, and bewildering glory that shakes us and awakes us.

All products are available online at www.shop.lomography.com and in selected retailers across the globe.

Stock may vary depending on location.

GET IN TOUCH

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