

OFFICIAL PRESS RELEASE

The Lomographic Society
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lomography

LINKS FOR EDITORS

<https://shop.lomography.com/cameras/experimental>

A Camera Popular Across the Universe. Meet the **SPROCKET ROCKET** Starlight and Ultra Violet.



AN ALIEN INVASION

Travelling from light-years across the stars, two mysterious objects have materialized in our analogue world – the Sprocket Rocket Starlight and Ultra Violet are here to take 35 mm photography into a new universe of creativity. We thought it was just the earthlings who were obsessed, but it turns out the Sprocket Rocket is famous across more than one galaxy. There have even been reports of crop circles showing up in new places, designed to match the iconic sprocket holes of this intergalactic device! Humanity has been waiting for this extraterrestrial contact, and all we needed to do was give the aliens the right colors; you're welcome!

SPROCKET SCIENCE

The Sprocket Rocket burst onto the scene in 2011 as the world's first wide-angle 35 mm camera dedicated to sprockets. Now a firm favorite in the Lomography Community, it captures 18 sweeping panoramic pictures per roll. With its unique 1:3 panoramic perspective, the entire width of 35 mm film is exposed, including the sprocket holes for unapologetically analogue, ultra-wide imagery.

BLAST OFF ON A CAPTIVATING PHOTOGRAPHIC JOURNEY

This cool camera offers multiple exposures, long exposures, a hot-shoe flash and tripod mount. An optional frame insert is included to shoot without exposed sprockets, and special scrolling knobs allow for exciting photographic compositions, moving forward and backward through frames at will. Redefining the analogue experience and making every shot an adventure, this lightweight and portable camera is perfect for any excursion from casual on-the-go snapshots to experimental studio set-ups and more! Perfect for travel, no batteries are required and the camera catches new perspectives for unique holiday captures.

TECHNICAL SPECS

Film Format: 35 mm

Focal Length: 30 mm

Available Apertures: f/10.8, f/16

Shutter Speeds: 1/100 (N), Bulb (B)

Cable Release: No

Multiple Exposures: Yes

Flash connection: Hotshoe

Tripod Mount: Yes

Exposures: 18 panoramic (1:3 ratio)

Optional frame insert to cover sprocket holes



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.