

**OFFICIAL PRESS RELEASE**

The Lomographic Society Proudly Presents:



**Press Release Date:**  
6.10.2015

**Product Launch:**  
End October 2015



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## THE NEW DIANA WINTER EDITION CAMERAS

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### Warm Up The Holidays With The Diana F+ Cortina and Diana Mini Monte Rosa!

- **The Coolest Additions For Your Gift Guide App** guaranteed to please film photography newbies and pros alike!
- **Take Delight In Colorful Holiday Designs** inspired by the mesmerizing beauty of snow-capped hilltops and the irresistible thrill of winter sports.
- **Shoot Ultra-Creative Holiday Photos** by experimenting with the Bulb mode, using the Colorsplash Flash or dabbling in Multiple Exposures!

#### THE COOLEST ADDITIONS FOR YOUR GIFT GUIDE APP

The holiday season is fast approaching and very soon, everyone will be racing to shop for their loved ones. Make room for two exciting cameras created especially for the

Holidays – the **Diana F+ Cortina** and the **Diana Mini Monte Rosa**! They make ideal gifts for everyone – from the curious beginner who wants to dip their toes into film photography, to the advanced user who seeks new photographic adventures!

#### TAKE DELIGHT IN HOLIDAY DESIGNS

Inspired by beautiful snowy landscapes and the adrenaline rush of winter sports, the **Diana F+ Cortina** and **Diana Mini Monte Rosa** not only look cool, but they take impressive analogue photos, too.

#### SHOOT ULTRA-CREATIVE HOLIDAY PHOTOS

The Diana F+ Cortina is a medium format camera that captures timeless square photos with radiant colors and shadowy vignettes. On the other hand, the Diana Mini Monte Rosa is a 35mm snapper that offers versatility with its Square and Half-Frame formats. Both cameras are equipped with creative features, such as Bulb Mode, Multiple Exposures, Pinhole Function, Endless Panorama and the Diana F+ Flash with color gel filters.

The **Diana F+ Cortina** and **Diana Mini Monte Rosa** are the latest members of the growing Diana family. Get yours in our [Online Shop](#) or [Gallery Stores](#) worldwide starting end of October!

#### PRESS CONTACT

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#### LINKS FOR EDITORS

Diana F+ Microsite:  
<http://microsites.lomography.com/diana/>

Diana Mini Microsite:  
<http://microsites.lomography.com/diana-mini/>

#### EVEN MORE EXCITING GIFT IDEAS

Still looking for other fun items to delight your loved ones with? Don't forget to check out our special Holiday Gift Guide, which features awesome gifts based on your budget and photography level of expertise!

<http://bit.ly/1VrbBSD>

#### WHAT THE HELL IS LOMOGRAPHY?

[www.lomography.com/about](http://www.lomography.com/about)

The Lomographic Society International is a globally-active organization dedicated to experimental and creative snapshot photography. Boasting millions of followers and friends across the world, the concept of Lomography encompasses an experimental, interactive, vivid and sometimes even blurred and crazy way of life. Through our constantly expanding selection of innovative cameras & photographic accessories, we promote photography as a creative approach to communicate, absorb, and capture the world. Lomography Gallery Stores and Embassy Stores all over the world provide our full 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 efforts and skill of our Lomographic Society members, we seek to document the incredible planet around us in a never-ending stream of snapshots – 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! It doesn't matter whether you're a boy or girl, big or small, left or right-handed, an early riser or a night owl, meat lover or vegan, whether you snore while you sleep or hum whilst listening to music, whether you love Marmite, hate it or don't even know what the hell it is...heck, we don't even care if you (gasp) shoot digital every now and then. All that matters is that you have a passion for photography and pushing the bounds of what's possible with the medium. We Lomographers have wandering minds and ever-curious souls; a natural affinity for spying out the next photo and for seeking out places to journey to on our photographic pilgrimage. For us, the universe isn't a place to be stared at and studied; it's a maze to be explored, lost in and played through. We love to travel, create, experiment, make mistakes, share and experience the whole myriad of emotions that make us tick on this little planet we call Earth. So, if you'd like to meet a whole bunch of like-minded and friendly folks, we'd love to meet you and say hi at [Lomography.com](http://Lomography.com) or one of our many [Gallery or Embassy stores](#) around the world! Lastly, for the hard-nosed statisticians among you, here are some solid numbers to back up all this the rhetoric. Lomographers are 44% male and 56% female. 2% of us are under 18, 26% of us are 18-24, 51% are 25-34, 15% are 35-44 and 6% are over 45. So you see, Lomographers really are anyone and everyone!