

<http://www.pocket-lint.com/news/9898/cult-diana-camera-reissue-lomography>

## Cult "Diana" camera to be relaunched by Lomo

Plastic "toy" camera will be reissued after 35 years

by Amy-Mae Elliott published on 3 September 2007

Originally produced as a toy camera back in the Sixties by a factory in Hong Kong, the Diana camera, also made under different names including the "Anny" and the "Debonair" has since become a cult classic.

One of the main reasons this oh-so-basic little 120 film snapper has been awarded cult status is the heavy vignetting it produces around the edge of images, creating what's considered to be beautiful and "dreamy" photos, actually a result of light leakage due to the camera's poor quality.

As the model has been out of commission for nearly 35 years, existing cameras, once given away as freebies, are sought after and mega-collectable, changing hands on eBay for around £50.

Not for much longer though, as photography gurus Lomography have decided to reissue the little plastic effort and they will be available again from October 2007.

The new Diana will boast 4 f-stop settings and a removable lens but otherwise will be faithful to the original.

Pre-orders are being taken on Unica Home with the price at \$49.99, although presumably the camera will also be available on the Lomo shop nearer the time.

