

## New 'retro' single use film camera from ILFORD

13<sup>th</sup> April 2021 – ILFORD is pleased to announce the launch of the ILFORD ILFOCOLOR Rapid Retro Edition Single Use Camera.

This comes hard on the heels of the success of the ILFORD Sprite 35-II compact reusable film camera, announced late last year. And as with the Sprite – which was originally released in the 1960s – the ILFOCOLOR Rapid pays homage to ILFORD's past: while ILFORD is well known for its black & white film, it also sold a range of ILFOCOLOR colour negative film.

It's a great way to trial the distinctive look and feel of film without breaking the budget.

The ILFORD ILFOCOLOR Rapid single use camera is pre-loaded with 27-exposure ISO 400 colour negative film. The fast film combined with a built-in flash makes the ILFOCOLOR Rapid a versatile performer, delivering great results outdoors and indoors in low light as well.

(Unlike many digital cameras), the single use film camera features an optical viewfinder – essential when shooting in bright sunlight. It's equipped with a fixed-focus wide angle (31mm) f11 lens. Shutter speed is 1/125 sec.

The camera delivers sharp images down to 1m.

It's pre-loaded with an AAA battery, with a 15-second recycle time for low light shooting and fill flash in bright daylight.



ILFORD sponsored Mike Smith's Ford Escort RS Turbo in the 1980s. The ILFORD Ford Escort RS Turbo was even produced as a collectable.

### **About ILFORD**

Established in 1879, ILFORD is one of the oldest photographic brands in the world. With a proud history that spans over 140 years, ILFORD has been synonymous with professional quality from traditional analogue film, paper and chemistry to providing best in class professional inkjet paper for today's photo quality printers.

For further information about the range of ILFORD products, please visit [www.ilford.com](http://www.ilford.com)

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