



Brands Australia Pty. Ltd.  
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## **Brands Australia is excited to announce its first reusable 35mm camera: The OneShot Retro 35mm camera.**



**Melbourne, Australia – Thursday 30th September 2021**, Brands Australia announces the newly released 1Shot Retro 35mm reusable camera.

Fifty years ago, film cameras were easier to use and had basic features. Forget shutter speeds, aperture, or light meters – just load a roll of film, press down the shutter button and the film lever. It quickly became a striking camera for socialites who wanted to capture special moments without worrying about those technical settings.

Fast forward to today millennials and gen Z's are searching everywhere to get their hands on a reusable film camera. Just like the 1950's, the 1Shot 35mm retro camera is just as compact and easy to use. It will last you many rolls to come!

Featuring an all-black outer shell, the camera includes one AAA battery and a roll of 35MM colour film, both pre-loaded. This is the perfect starter for both beginners and experts in photography.

Managing director of Brands Australia, John Rule says, "After establishing a gap in the market, we realised it was the perfect time to generate our own camera to supply the retailers constantly requesting us to supply them."

The OneShot Retro 35mm camera is now available to order. See below for pricing, product features, and the technical specifications. Orders can be placed from today onwards; we've got stock ready to go!



**Pricing Details:****SKU** RUCFS72**RRP** \$69.95 **DEALER EX GST** \$44.95**Features:**

- Easy-to-use film camera
- Focus-free lens
- Built-in flash
- Film and AAA battery pre-loaded

**Technical Specifications:**

- Film Format: 135 Film (24x36mm)
- ISO: 200/400
- Optic lens: 31mm F9/F11, 1 Element
- Focusing: Focus Free, 1m ~
- Shutter Speed: 1/120s
- Film Transport: Manual Wind and Rewind
- View Finder: Field = 70%
- Power Source: 1AAA Alkaline Battery
- Dimensions: 119 W x 67 H x 44 D mm / Weight: 120 g •

Packaging includes:

- 1Shot 35mm Reusable Camera in Black
- 1 x 35mm colour film (pre-loaded)
- 1 x AAA Battery
- Velvet pouch
- Manual guide



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**For more information on the product, please contact Brands Australia Managing Director,  
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### **About Brands Australia**

*From nostalgic instant cameras and passport photo solutions, we invite consumers, retailers, and commercial partners to look, touch, feel, and to experience the chemistry between art and ambition, science and sensuality, engineering and enjoyment. Each of the brands that Brands Australia handles receives the total focus of a dedicated sales and marketing team. Our consumer in-sights ensure our brands remain keenly positioned in their respective markets and the potency of our marketing communications continue to stir passions for the best in form as well as function.*