

# Rollei

since 1920





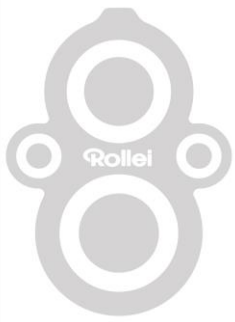
# Rollei

A luxury camera brand from Germany.

It is one of the most popular and greatest German camera company.

- ◎ 독일의 명품 브랜드로 전세계 인들에게 사랑받는 [롤라이]
- ◎ 2020년 한국에서 멀티 브랜드 사업을 확장합니다.

# since 1920



since 1920

Rollei



## BRAND

Rollei as a vintage camera brand is still very strong in the market. It has a long history since 1920, which is full of heritage background. It is still beloved by many camera fans.

Except camera products, Rollei is tended to develop more other products ie, fashion items, accessories, outdoor items, etc..

And distribution is going to be expand to casual fashion stores, gift shop and so on.

독일의 빈티지 카메라 브랜드 인 Rollei는 여전히 글로벌 시장에서 매우 강력한 브랜드 파워를 자랑 합니다. 1920년부터 오랜 역사를 가지고 있으며, heritage 로 가득합니다. 여전히 많은 카메라 팬들에게 사랑 받고 있습니다.

Rollei는 이제 더 많은 카테고리로 확장하고 있으며 특히 패션 제품, 액세서리, 아웃도어 시장을 지향하며 이 또한 전세계적으로 유통이 확대 될 것입니다.

# since 1920

## BRAND

## HISTORY

# Rollei



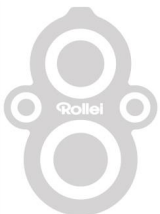
1920, by Paul Franke and Reinhold Heideke  
Two of them, have established at Franche und Braunschweig Heidekke. Beginning with the production of stereo cameras, in 1929, as soon as we announced the “Rolleiflex 6X6”, a twin-lens reflex camera that caused a huge sensation, The name of the Rollei company quickly spread throughout the world.

And Rollei 's advanced technology and tradition I've announced a great camera. After the evolution of the twin-lens reflex camera and the announcement of Baby Rollei, in 1966, another masterpiece, the “Rollei 35” was released.

In 1970, we started manufacturing single- lens reflex cameras and created famous machines such as SL35, SL66, and SLX. “Rollei Flex”, which has had a great influence on the history of photography since the announcement of “Rollei Flex 6X6”, has continued to develop under constant technological innovation.

In 2003, the wide-roller camera “Rollei Flex 4.0FW” and the world-wide 6x6cm autofocus-eye reflex camera “Rollei Flex 6008AF” were released.

Furthermore, in 2008, the medium format hybrid camera “Rollei Flex Hy6” was released. 3 Until now and now, Laurai has continued to create the world's best camera.



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## BRAND

## HISTORY





# since 1920

BRAND

HISTORY

# Rollei



**Heidecke Reinhold (1881 - 1960)**

Rollei began in a 1920 Braunschweig workshop. Rollei developed the two eye Rollei Flex, a pioneering roll film camera, and gained a reputation as a precision manufacturer. It became a cult-popular brand.

With more than 100 years of history, Rollei has steadily established itself in the professional action camera market.



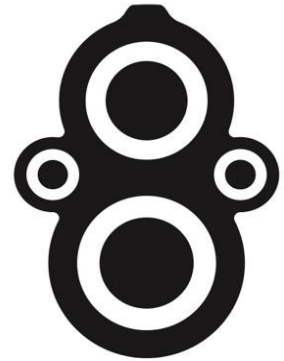
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## DESIGN

Derived logo to adapt different gender and ages

# Rollei



Since 1920



**Rollei**

**Celebrities**

Rollei products distribute in more than 20 European countries with digital camera, video camera, action camera, digital photoframe, film scanner, tripod, photo and i-phone accessories.





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In 2007, Rollei products expands in more than 20 European countries with digital camera, video camera, action camera, digital photoframe, film scanner, tripod, photo and i-phone accessories.



# since 1920

## Celebrities

Rollei



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Celebrities

Rollei





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Celebrities

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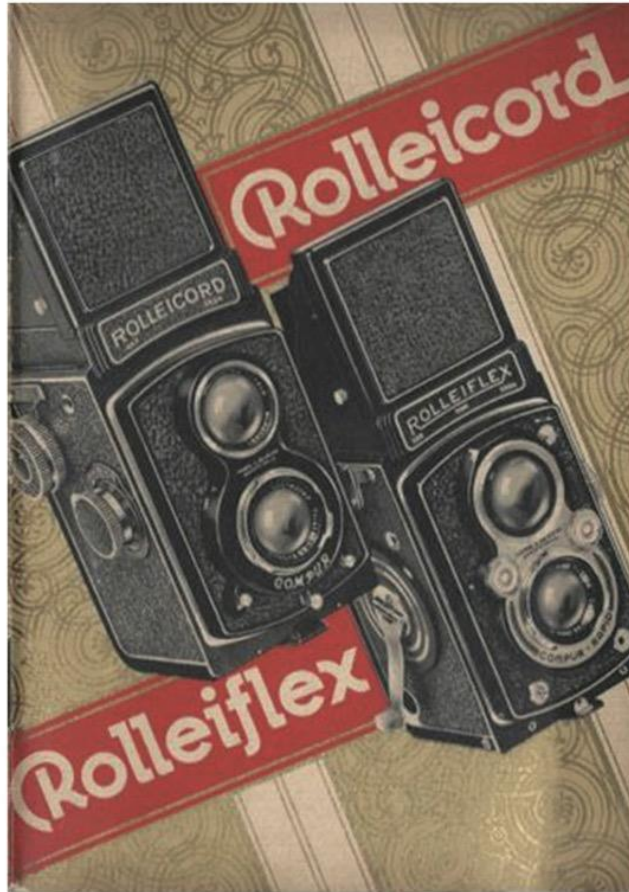




# SINCE 1920

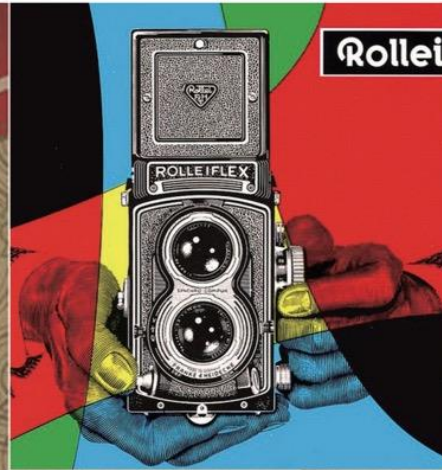
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Einzigartige Neuerungen verleihen dem Rolleiflex-Automat eine Sonderstellung. Sie fotografieren schneller, besser und noch sicherer!

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Einzigartigste Technik...  
The B35 features an f/3.5 Triotar precision lens and built-in selenium exposure meter. The 36T boasts an f/3.5 Tessar lens with CdS metering system... and the remarkable 35S.



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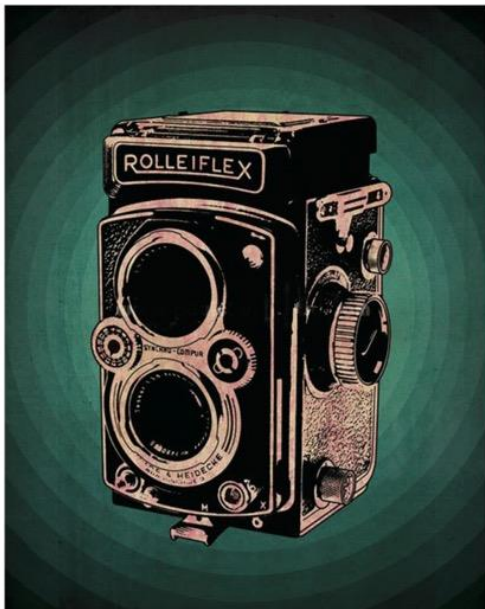


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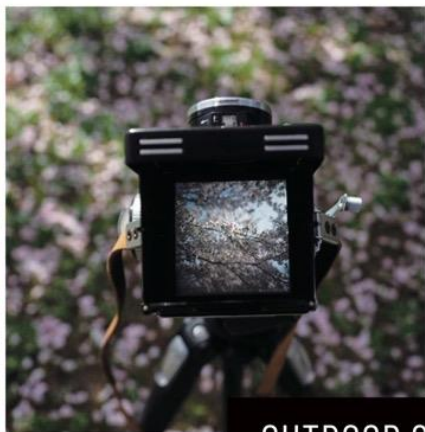


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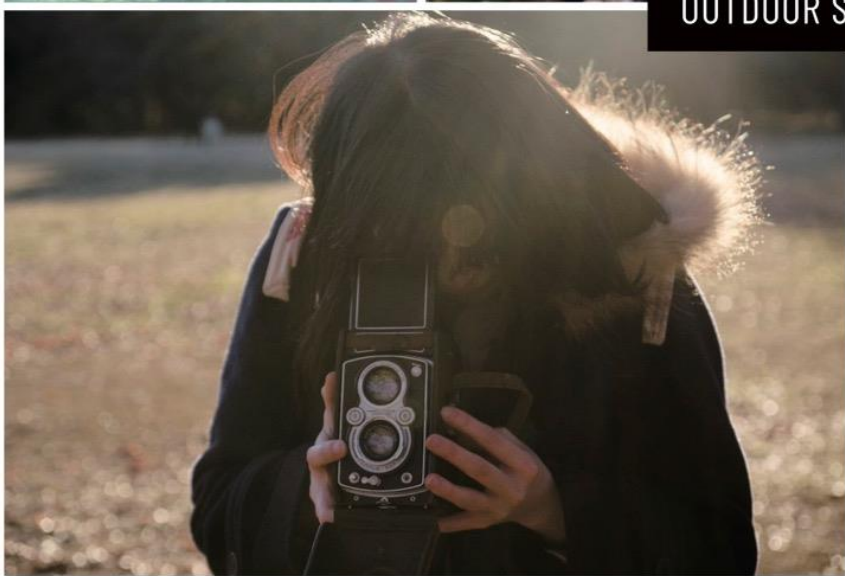
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