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Pro8mm's Rhonda CAM

URBAN OUTFITTERS

Urban Outfitters Inc. Releases Pro8mm's Rhonda CAM - Dec. 17, 2012

The funky, fashion mega house Urban Outfitters Inc. is now selling Pro8mm's Rhonda CAM on line at www.urbanoutfitters.com. Additionally, they will carry the Pro8/19 (500T) super 8 film stock, inclusive of pre-processing and HD scanning to an Apple TV digital file.

In June 2012, Pro8mm, the super 8 experts for production and legacy footage, released the [Rhonda CAM](#), a trendy Super 8 film camera geared toward consumer use and personal story telling on film. Pro8mm co-owner Rhonda states, "I wanted to design something young and fun that would appeal to a next generation of filmmakers. I really wanted something that not only looked cool, but it was simple enough to use; a camera that they would be inclined to just pick up and shoot."

Inspired by many of Pro8mm's Super 8 wedding clients and lifestyle filmmakers, the Rhonda CAM was designed to meet the demands of consumer and prosumer clients. The greatest appeal of the Rhonda CAM is its small



size, light weight, and low-light filming conditions. Weighing only ½ a pound, the Rhonda Cam is the perfect choice for on-the-go lifestyle filmmaking. It is the lowest light Super 8 film camera on the market, which makes it great for indoor and outdoor use. It is the perfect entry level Super 8 camera.



[Click for Urban Outfitters Rhonda CAM demo on UO TV](#)

A few months after the camera's release, a publicly traded American company that owns and operates over 400 retail locations across five retail brands: ([Urban Outfitters](#), Anthropologie, Free People, Terrain, and BHLDN), contacted Pro8mm about adding the Rhonda CAM to their growing film and camera line. Urban Outfitters originated as "The Free People's Store" in 1970 in Philadelphia, Pennsylvania, focusing on fashion and household products that include luxury brands and several designer collaborations. They are best known for catering to "hipster" culture, which incorporates an influence from past decades. ([Wikipedia](#)) It makes perfect sense that a Super 8 camera refurbished from the 1970's would fit entirely into their vision. It is an honor for Pro8mm that Urban Outfitters chose the Rhonda CAM as their first motion picture film camera for their film and camera department, among their many trendy still photography cameras.

As a small, family run business, Pro8mm is thrilled to have their products endorsed by a major retail store such as Urban Outfitters. Marketing coordinator, Jaclyn states, "We are very excited and honored to be a part of the Urban Outfitter's family."

Checkout the Rhonda CAM on [Urban Outfitters.com](http://UrbanOutfitters.com)!!!



[Rhonda CAM on Urban Outfitters](#)



[Rhonda Roll on Urban Outfitters](#)

Additional Releases about the Rhonda CAM:


SnowFactory.com: <http://www2.snowfactory.com/news/business/rhonda-cam-super-8-camera-urban-outfitters/>

Introducing the Rhonda CAM: <http://pro8mm->

burbank.blogspot.com/2012/04/introducing-rhonda-cam.html

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