

Madison PhotoPlus the Photo Summit **e-Photo Newsletter**

October, 2004

This month's mystery story is "**The Tale of the Vanishing Light**". It opens as our heroine, Victoria Pictoria, is attempting to take her photo of her sons Victor and Vincent. She wants a candid picture of them at play, with the photo to be used on the family holiday greeting card. She wants the natural expressions on her laughing boys, not a posed set up shot. Due to rain outdoors, Victoria has her 4 and 5 year olds playing in the family room.

Victoria has wisely set up some props in the room that she will also take pictures of: some costume jewelry, some dried flowers and some mementos from last summer's vacation. She figures that this way the boys won't be distracted by seeing her using her camera. She knows that the long zoom lens on her camera can capture the lads playing in their ignorant bliss.

Before you know it, Victoria has shot an entire roll of film (mostly of the boys) and thinks she has taken some super shots for the card.

The scene changes to Victoria looking at the pictures for the first time. The first few shots of the trinkets from the summer look very good, the next picture was also good. It was a shot of the boys on the far side of the room, but was less than adequate because she had forgotten to zoom the lens out. After zooming, every shot of the boys is dark with faded colors. None of them can be used for the cards and Mrs. Pictoria is very disappointed. Although she assumes she did something wrong to cause this catastrophe, it wasn't her at all. It was that cruellest villain who ruined everything for her. It was physics!

Act two of our little melodrama has the narrator explaining what happened....

The lens on Vicky's camera is a long zoom lens, in this case, it's a 35-140 zoom built into her automatic compact camera. The glass element on the front of the lens is, say, 8mm in diameter (not very big). Keep in mind that this lens diameter is constant, whether the camera's zoom is set to wide angle, telephoto, or anywhere in between. The camera also has a flash built in, which puts out the same amount of light each and every time it is fired.

When our heroine took the pictures of her knick knacks, they were close at hand. She did not have to zoom her camera out to telephoto, the items were only a foot or two away. The flash could certainly cover that distance well. Her next picture, the first shot of the boys about 12 feet away looked great, but the boys were too small. Everything still was fine.

Then (think melodramatic organ music here) SHE ZOOMED OUT TO LONG TELEPHOTO!!! This disturbed physics. Everything worked exactly the same as before, but much of the light which entered the lens was lost when travelling through the elongated lens barrel. So much was lost that the film received only a fraction of the light that hit it just one picture earlier. Victoria was aghast when she received the explanation of why her light vanished. She was very upset at having spent so much money on her camera when it couldn't take the pictures she wanted. She felt betrayed ... and that villain physics had done it to her again!

For a little more technical explanation, feel free to ask one of our internationally **Certified Photographic Conselors** next time you stop by either store.

By the way, had Mrs. Pictoria taken her pictures at the wide angle setting, she could have cropped the images and gotten (by and large) the shots she'd wanted. The pictures she did shoot

Madison PhotoPlus the Photo Summit e-Photo Newsletter

October, 2004

2

couldn't be saved because when the film was underexposed, not enough data had been recorded to be worked with, even if scanned into a computer.

The camera manufacturers don't like to acknowledge that their products can't always work the way we'd like them to. In this instance, they don't publish the specifications of maximum flash ranges for such long zoom lens cameras.



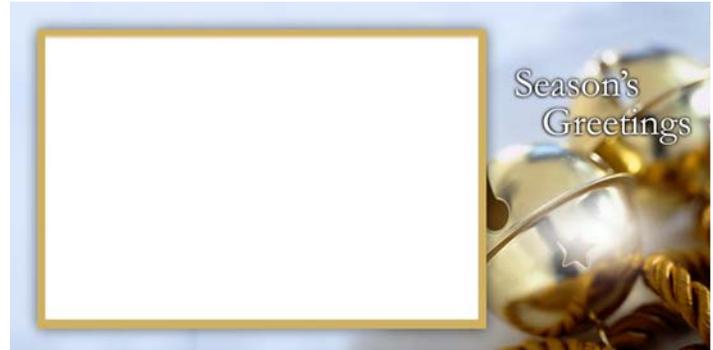
Madison PhotoPlus has added two new staff members. Andy comes by way of Duluth Camera in Minnesota. Marie, who is new to photography, had worked many years in customer service at M. Epstein's Morristown flagship store. She is quickly learning all about picture taking, and will surely be another asset to our store.



Thank you for your patience during our transition from processing by Kodak to our new custom labs. We are pleased by overhearing your comments regarding the high quality we are delivering, as well as the additional services offered.



For the first time, we are making photo holiday cards in house and can offer custom printed and designed greetings. Here are a couple of samples



Madison PhotoPlus the Photo Summit **e-Photo Newsletter**

October, 2004

3

That's it for another month. Enjoy your picture taking and expect more helpful hints in next month's newsletter.

Lynne & Jerry

Madison PhotoPlus

40 Main St., Madison, NJ 07940
v. 973-966-2900; f. 973-377-1458
www.madisonphoto.com

the Photo Summit

383 Springfield Ave., Summit, NJ 07901
v. 908-273-7427; f. 908-277-0218
www.photosummit.com