

Hi! Happy June!

The other day one of our customers came in and was very upset about her extremely blurry pictures taken at her son's baseball game. She had bought a long zoom lens last fall, and was pleased with the pictures during soccer, but these new shots were a disaster. She thought her lens or camera was defective. Here's what happened ...

Last fall, when the camera was new, she paid attention to the camera and the pictures she was taken. She held the camera correctly, concentrated on what she was doing, and took very good pictures. This spring, however, she took the camera out of the closet, loaded up the camera, went to the ballpark, and paid attention to the game while she took her pictures. She was so into her son's game, she forgot to concentrate on using the camera, was unsteady, and took very disappointing photos. The moral to this story – when taking pictures, concentrate on what you're doing, detach yourself from the subject matter, and pay attention to your camera!

By the way, here's how to tell the difference between an out of focus picture and other unsharp shots. Every lens must be focused at some distance from the film. Sometimes it's not focused on what you have in mind, and when the picture is viewed, something else is clear and sharp. When camera motion is present, **nothing in the picture is sharp!** In short:

Wrong subject in focus	=	bad focusing technique (even with autofocus)
Nothing in focus	=	unsteady camera movement .

If you are interested in purchasing a 3 Megapixel camera in the near future, good luck. Apparently there is a serious shortage of 3 MP chips at this time, and camera production has ground to a halt. Most manufacturers (in order to keep prices down) are advertising that a 2 MP camera is all anyone ever needs. 'Tain't so! 2MP cameras will make pretty good 4" prints, but fall down when going larger. 4 MP cameras are overkill for the person who wants an occasional 8x10 or 5x7, but usually wants 4" prints. Don't fall for the manufacturers' advertising hype. They want you to buy whatever is good for them, not what's right for you. 3MP cameras will be back in the fall.

Something new on the scene – Pentax DigiBinos. This new concept has a digital camera, complete with LCD color view screen monitor, built into a pair of "compact" binoculars. These should become available this month at about \$349. Nikon has also claimed that they will begin shipping the new D-100 6MP, digital SLR. June 22 is the target date, and Nikon is rumoring the body to be about \$2000.

If you have a few online minutes to spare, try visiting the International Photography Hall of Fame and Museum at <http://www.iphf.org/>. There is currently a very nice Gordon Parks gallery show. Nothing helps you take better pictures than recognizing one when you see it.

Many of you have your pictures processed with our Kodak Royal Premier program. Good news. Prices have gone down! The most significant change is getting a Picture CD at the time of developing. It was \$10.95 extra on top of a single print price. It is now on \$5.15 extra with the second set of prints FREE! Almost all other services have also been lowered in price.

We have a couple of new faces for the summer. In Summit, meet Carl Smith, a R.I.T. student who has finished his first year in their internationally renowned Digital and Technical

Photography program. In Madison, please welcome Mike Randolph, computer specialist from University of Hartford's Barney School of Business. Mike will also be bringing us up to date on the computer end of digital photography, as well as working to revamp our web site.

Recent industry statistics indicate that less than 2.5% of all digital pictures taken have ever been printed. Most are stored in virtual limbo on a hard drive. Please remember that hard drives, like videotapes, are only magnetic recordings, which are transient memory, easily erased or degraded. Many computer viruses, hard drive crashes, voltage spikes, 10 year olds, etc., can delete these memories. This could be the first generation in over a century that will have no wedding, graduation, childbirth, vacation, or holiday pictures 2 years from now. As mentioned in last month's letter, remember to have your pictures printed, and copy them to the much more permanent CD-Rom.

As warmer weather approaches, remember to keep your film cool. The old adage says it's safe to store film wherever you keep chocolate. It's true.

Have a great June. Congratulations to all you Dads and Grads. We hope to see you all soon.

Lynne and Jerry