

MadisonPhotoPlus the Photo Summit **e-Photo Newsletter**

August, 2005

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Convergence! Just What We've Been Waiting For! (Or is it?)

As mentioned last month, several of our staff went to cool, clear Ft. Lauderdale for a week of education and new product introductions. Our collective heads have stopped spinning enough to get back into our routines, including this writer.

How many new film based products do you think were introduced? Cameras? Lenses? Flashes, Films? That's right, none. Zero.

There were many new digital photo introductions - cameras, lenses, flashes, printers, inks, papers, etc. and a major evolutionary camera, the Sanyo VPC-C5 5MP camera/camcorder.



This incredible little beauty shoots an hour of digital, stereo, DVD quality video and excellent still photos. It boasts 5 Megapixel resolution in both modes, and records everything on a single high speed SD card. Two units comfortably fit in a men's standard shirt pocket. It even lets the user take a high resolution still photo while shooting a video. Amazing! A still camera and a camcorder converging into one small, tidy package.

Sounds great, but is it? There are a few questions which still remain to be answered: If the camcorder circuitry goes bad, can you still take stills (and vice versa)? How visible is the gap in the movie when a still is shot? How easy will it be to hold this beauty steady? Also, when the battery has drained, nothing will work. No stills or movies. Maybe all this convergence has its drawbacks. What do you think?

Pictures for eBay

Many of you have asked for a way to photograph many of your household items for insurance purposes or to sell on eBay. Help will be here very soon. A small "tent" will soon be available designed just for this purpose. No special camera or lighting is needed, no tripods, nothing you don't already own. Just unfold this "tent" on a tabletop, insert the subject and fire away with the instant results you get from digital photography. It will even offer different color backgrounds to make the pictures more interesting. The best news - it should be less than \$75!

Green Grass of Summer

You've probably noticed that pictures of your lawn, your neighbors' lawns and other greenery doesn't appear the "right" color in many of your pictures. This is because of all the chemicals we use in fertilizers, herbicides and pesticides to keep our lawns visibly green. Film and digital media see the green more objectively than our eyes do, and the photos

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they record show different shades of green.

A similar effect is observed in clothing because of the different types of dyes and optical brighteners used in both manufacturing and laundering. Artificial hair colors are likewise affected.

Storing Photos on Your Hard Drive is Putting a Time Limit on Your Pictures

Sorry to be a pain, but this can't be stressed enough - we keep hearing more and more about people losing pictures forever because of head crashes, machine malfunctions, clumsiness or other reasons. Information saved on a hard drive is transient, not in any way permanent. Burning a CD is easy to do, but if you don't have the time or equipment, bring your memory card in to either store and we will burn the CD for you. Once the magnetic picture is gone, it's gone forever!

Vacationing?

Here are some tips regarding travel photography learned through the years:

Never go out shooting without a flash. It is so handy outdoors for fill in flash, stop action photography (where it can freeze the effects of the wind in situations like flower photos) as well as when shooting subjects with the sun at their backs.

Concentrate on keeping the horizon level and out of the center of your pictures.

Take a picture with the date imprinted each day (so that years from now you'll know where you were, etc.) and then turn the date feature off.

If you have an SLR camera, take a polarizing filter with you. It can make an average picture exciting, and a good shot even better. If you're not sure what this filter does, stop in and we can show you examples.

If you're going to a beach, or in a small boat, take a single use camera with you. The beach will destroy your good camera, and NO warranty will cover sand and salt damage.

Decide in advance whether you want to take a picture of your loved one(s) in front of a great scene, or whether you want the scene with your loved one(s) in it. These are two very different pictures. Capture the one you want.

Take extra batteries. Take more than you think you'll need. They are like fuses - they go dead at the worst times and places, and are too inexpensive not to have spares handy.

Have something identifiable on your equipment, a piece of colored ribbon, a bright camera strap, a colored sticker or the like so that you can easily identify what is yours.

Avoid black cases! I know many of you like them, but they will cook your film, cook your camera, look the same as everyone else's, and be impossible to follow in a crowd if it is "borrowed" by an unknown party.

Speaking of cases, don't carry your passport in your camera case. Why take the chance of losing both at one time. Also, have an extra set of passport pictures taken before you leave. Should your passport disappear, this can shave days off getting a replacement from the U.S. Embassy.

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Remember that you can rotate your camera. If your subject is something that goes up and down (like a palm tree, or a person standing), take a vertical picture. You'll get better composition as well as being able to get closer to your subject and the larger image size that accompanies that distance.

If shooting film, have it processed promptly upon your return. Don't skimp on quality here. You've spent a lot of hard earned money on this vacation. This is not the time or the place to try to save a couple of dollars. You didn't take the pictures with inferior processing in mind.

Please remember to have a good time, and that picture taking is fun.

Travel with peace of mind – bring your camera equipment in for a free check up before you leave.

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