

# MadisonPhotoPlus the Photo Summit e-Photo Newsletter

JUNE, 2006

## Free Pet Portraits (sorry, no fish)

On Saturday, June 24, **MadisonPhotoPlus**, **the Photo Summit**, **Tamron** lenses and **Madison Pet Shop** are sponsoring Pet Portrait Day. Bring your well behaved pet(s) to **Madison Pet Shop** to be photographed. No appointments will be accepted; no one will be turned away. Props will be furnished by Helene Goldberg, professional pet photographer and director of The Animal Studio (<http://www.theanimalstudio.com>).

At day's end, all the digital photo files will be downloaded and an 8x10 photo of each pet will be printed. The prints will be available for pick up at **MadisonPhotoPlus** between June 28th and July 8th. By the way, the 8x10 prints are FREE! Additional prints and custom framing will also be available. There is no charge for the sitting or the finished photograph.

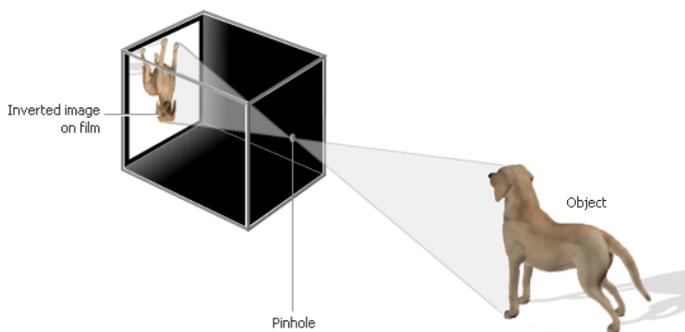
Both **MadisonPhotoPlus** and **the Photo Summit** will have special sale prices on world renowned **Tamron** lenses for both film and digital SLR cameras from June 24th through July 8th. Tamron's brand new 17-50/2.8 DI II LD Aspherical internal focusing lens will be in stock and included in the sale. (This lens fits Canon and Nikon digital SLR cameras only.)



## Pinhole Camera Mayhem

So far there are no plans for a pinhole digital camera, but alongside this newsletter is an additional attachment describing a build it yourself pinhole film camera. During the years we have received countless inquiries for building one, and this looks great. Photos taken from such cameras can be very impressive, so don't just think of this as a toy. Many college level and higher photography programs force their students to design and build such a camera to really understand how light is recorded.

You can learn much more about pinhole photography at <http://www.pinhole.org> and at <http://www.linatree.com>. In addition to plans for making the cameras, both sites feature stunning photographs in both black and white & color. When trying to master taking photos with these non adjustable cameras, one really appreciates what modern cameras do that is just taken for granted.



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## **Memory Keeps Crashing (the price barrier, that is!)**

For years, digital camera owners and computer enthusiasts have lamented the high cost of memory. Not anymore! The floodgates have opened. Memory card prices have fallen close to 50% since the start of the year, and now most 1 GB (1 gigabyte = 1024 megabytes) cards are \$50 or less. Amazing.

On the subject of cards, not all cards are made equally (as we learned about CDs). High quality memory cards consist of a memory chip (or interconnected chips) connected to a controller, in turn connected to the contacts which interface to the contacts in the camera. High quality cards typically use chips manufactured by Toshiba, Samsung, Texas Instruments, Sony or Mitsui (in no specific order) More and more often problematic cards are opened to find either unknown controllers or memory modules and/or clusters of very small memory modules on a single card. One 256MB card recently opened had 8 32MB chips soldered together instead of a 256MB chip or an assembly of 2 128MB chips. With so many soldering points in such a card, there is a tremendous opportunity for connectivity failure, resulting in your pictures being gone forever. The fewer soldering points, the greater the overall integrity of the memory card.

Most brand name memory card manufacturers do not manufacture any of the components of the card. They do the final assembly of whichever components they choose to buy. A Lexar card, for example, my use Mitsui memory modules and a Toshiba controller. Lexar assembles and tests (we hope) the cards, packages, markets and sells the card.

Cutting such cost corners is not limited to lesser known brand names. Several VERY high profile brand names are involved

It is essential that all memory cards be formatted in whichever camera they will be used in. Failure to do so pretty much insures that it is a matter of time before the irrecoverably crash.

In our own tests, we have also found that formatting a card in a specific brand camera does NOT permit the card to be used without reformatting in another model of the same brand of camera without corruption. Within a given brand, we have formatted a card in camera #1, taken pictures, removed the card, put the card in camera #2, taken pictures, removed the card again, used camera #3, then returned the card to camera #1 which reported there were no images on the card. We took the card out and put it back into #2 which found all the pictures. We put it back in #1, which then said the card was corrupt. Upon putting the card into a card reader, some photos were immediately found, some were retrieved using special software, and some are still missing (and are gone forever).

In earlier issues of this newsletter there were discussions about the fact that not all manufacturers make all the cameras, lenses, etc. which bear that brand name. This could be a cause for not all cameras of a specific brand recognizing the formatting of a memory card.



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That's it for another issue. Keep having fun taking pictures. Remember to check your batteries. See you soon.

Lynne & Jerry

## Madison PhotoPlus

40 Main St., Madison, NJ 07940  
v. 973-966-2900; f. 973-377-1458  
[www.madisonphoto.com](http://www.madisonphoto.com)

P.S. If you didn't know, previous issues of the newsletter are always available to you at our web sites.

## the Photo Summit

383 Springfield Ave., Summit, NJ 07901  
v. 908-273-7427; f. 908-277-0218  
[www.photosummit.com](http://www.photosummit.com)

## JUNE Special

*Print and bring in this page for a free pre-vacation camera checkup and external cleaning*



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## **Pet Portrait Day**

On

**Saturday June 24th 10:30am - 4:00pm**  
with professional pet photographer Helene Goldberg



### **Calling all Cats, Birds, Dogs, Snakes and Ferret Lovers**

Bring your pet into Madison Pet Shop on Saturday June 24th to have a professional portrait taken of your pet.

Madison Photo Plus will print you a free 8 x 10 which can be picked up between June 28th and July 8th. Feel free to bring in costumes for your pet to dress up in.

**Raffle prizes the day of the event from both stores!**

**More raffle prizes for those who pick up pictures between 6/28/06 - 7/8/06!**

**Special rebates on select TAMRON lenses!**

### **The Animal Studio**

Helene Goldberg  
www.theanimalstudio.com

### **MADISON PET SHOP**

26 MAIN STREET  
MADISON, N.J. 07940  
973-377-2660

*"YOUR PETS BEST FRIEND"*

# **TAMRON**

www.tamron.com