

Madison PhotoPlus the Photo Summit ePHOTO Newsletter

November, 2017



such as the camera shown above, accept additional optics and take better photos. Their top of the line camera sports a glass lens and takes much clearer photos. The cameras are designed for adult hand sizes.



The new Scout series of tripods are designed for DSLR and smaller cameras and are extremely flexible. When first examined, their very light weight suggested just so-so steadiness and durability, but this isn't the case. These very portable pods are capable of holding steady most consumer size and weight cameras and lenses outdoors on uneven, rough terrain in breezy weather. The variable angle legs allow camera use from about 5" to about 70" from the ground.

All 3 models are supplied with ball heads, which can be replaced by either a video or 3 way pan head. Additionally, all three models fold down to smaller than 20" for easy carrying and storage.

Upcoming Events

On Thursday, November 30, our Madison location will host a day with Tamron lenses and Olympus cameras. Starting at noon, A Tamron Technical Services expert will be on hand to check and clean your Tamron lenses free of charge*. In addition, Patty Greigitis from Tamron will be offering

their lowest prices of 2017 with limited time rebates and other savings of up to \$280.00!

Tamron will also be offering extra trade in incentives for your "kit" lenses on their higher quality glass. We are also anticipating having the new 100mm-400mm zoom to be available that day.



Eric Sives will also be on hand representing the Olympus Camera Company. Olympus will be launching their newest OM-D camera - the E-M10 Mark III. This new entry level mirrorless system camera produces stunning 4K video in addition to superior still photos. Bring in your smartphone and see how well it complements this new camera.

Olympus will also be introducing two new Ultra High Speed lenses: 17mm/1.2 wide angle and 45mm/1.2 portrait telephoto. These much anticipated lenses are already causing quite a stir in the professional community - come see why.

Eric will also be demonstrating Olympus's TG-5 waterproof, shockproof, freezeproof compact camera. This camera is strong enough to support most people's weight and is submersible to 50'! The TG-5 is Olympus's first compact camera to shoot 4K video, and is the first affordable camera to shoot 4K as well as excellent underwater photos.

*up to (2) lenses per person

In addition to seeing and using these new products, you may be lucky enough to win either a TG-5 or a Tamron 45mm/1.8 Vibration Controlled lens. That's over \$1100.00 in prizes!

Photo Hint

Add a little excitement to your Thanksgiving table photos by including the steam from your hot dishes on their serving plates or bowls. Bend those knees and get down to the level of the food. Have a light (or lights) lighting the food from the side(s) and take 2 photos - 1 with flash and 1 without. Assuming there is steam rising, the ambient light photo should capture the mood of your piping hot meal. (It already looks good in my mind.)

Snap Shots

Beginning Sunday, November 26th, both stores will be open from 11:00 - 4:00 and maintain those Sunday hours through December 24th for your convenience.



Custom Holiday greeting cards and 2018 calendars are being produced NOW. Avoid the rush and panic of last minute forced decisions and put your orders in today.

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