

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

DECEMBER, 2004

Knock Knock...

Who's there?

Holly.

Holly who?

Holiday time is here again. Ready or not, the Holidays are here again and we all get to see our families and friends. It's a great time of year, where bygones truly can be bygones and grudges can be buried. Memories from this time of year always seem happier than others. The changing of generations is frequently measured as so and so's first or last Holiday. Photos from these Holidays always seem to transcend just the occasions themselves. Here are some quick hints (who has time to read a lengthy letter this time of year?) on making your pictures better...

A favorite time for photos is when gifts are being opened, especially by children. Be sure to use flash for these pictures, not just to get good color, but to stop action as well. To avoid horrid redeye, hold off on the candy and sweets (or alcohol) until the gifts and pictures are done. A child on a sugar buzz has dilated pupils, allowing more of the retina's blood to be reflected back to the film increasing redeye's size and intensity. If the camera is an SLR with a bounce flash, be sure to bounce the light off the ceiling to soften the facial shadows. Remember to move in tightly to the subject and take more vertical photos than last year. Increasing the subject's size in the picture makes a more dramatic photo.

If the seating in your room is in front of a window or next to lit lamps, your automatic camera will be fooled into thinking that there is more light falling onto your subject(s) than really is and will not use its flash. Take the camera off auto flash and push

or set the flash button until the little lightning bolt is visible on its display panel. You'll likely get very underexposed pictures or silhouettes if the flash doesn't fire.

When shooting the feast table (before or during the meal) laden with delicious and beautifully prepared food, aim the camera about 1/3 the distance between you and the far end of the table. This will give you the overall sharpest picture and best exposure. Use your flash even if you have a lot of daylight streaming through the windows.

Even though you have a better camera, leave a one time use camera sitting around for others to use. Sometimes the spontaneous pictures recorded by one of these is the best photo of the event even though you weren't there to take it. This is especially true on New Year's Eve, but children often take wonderful photos during Chanukah, Christmas or Kwaanza. (This ploy also helps keep your better, more expensive camera out of others' little hands.)

Many digital cameras also can record sound bites. This can be useful in recording who gave what gift to whom, simplifying the thank you note process.

While you're at it, remember to display your photos from Holidays past. Most people have never seen them. A simple album or framed collage will do the trick. More than likely you know someone who'd love to get such memories as a gift!

Each year we devote a section of our December issue to a commercial for our stores. Following are products that we feel deserve special notice for their quality and value, and suggest you consider them as potential gifts at this time of year. We try to make these newsletters as commercial free as possible, and hope you will continue to this next section.

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The world is going digital!

The USA is going rebate crazy!

Prices continue to fall but will surely go up soon (the dollar is sinking lower and lower and our debt is increasing).

Epson is going absolutely mad with rebates. They have a chart listing all their printers and all their rebates which has more listings than some telephone directories. Some involve purchasing something else with a printer, some don't. Most allow you to double or even triple dip. The most popular Epson printer this season is the Picturemate. It does 4x6 glossy prints only, is extremely portable and so easy that a greatgrandparent can use it. Its starting price



is only \$199.99, but with some rebate schemes works its way down to only \$29.99!

A perennial favorite has been the Pentax Optio "S" series of cameras. First 3.2 megapixels(MP), then 4 megapixels, now the S5i has over 5 million pixels! Complete with charging cradle, this minuscule camera still fits in an Altoids tin and costs only \$399.99.



Olympus has brought out the Stylus Verve camera (4.0MP) in 6 stylish colors and a bright, large LCD panel that you can see in bright sunlight. Although the zoom lens is modest, this very small camera is sooo comfortable to hold and use that you don't want to put it down. It is weatherproof to boot... safe to take to the pool and skiing. The picture quality is excellent! Very impressive at \$349.99



Also impressive from Olympus is the new P-10 dye sublimation printer. This does 4x6 inch prints only, connects to any "Pictbridge" camera and turns out beautiful color bordered or borderless prints in less than 45 seconds. Pricing starts at only \$179.99 and goes down lower with varying rebates.



Konica Minolta recently introduced the Maxxum 7D camera with 6.1MP and total image stabilization. Think of it - no more camera shake! It works with all Minolta AF lenses and many Minolta flashes. It is in stock now, but is a very difficult product to get.



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Minolta also has a smaller, simpler stabilized camera in the Dimage Z3. This easy to hold, 4.0MP camera also boasts a 12X optical zoom lens and near DVD (MPEG-4) quality video! It is not as small as some of the cameras, but is very lightweight and comfortable. This is an excellent value at \$499.99



Speaking of Nikon, the hard to get camera this year has been the D70, our leading digital SLR camera. It accepts all Nikon AF lenses and has the quality you expect from Nikon. This 6.1MP camera with Nikon zoom lens is now \$1199.99 (after mail in rebate) and will also qualify for \$120 worth of rebates on select Epson printers.



Nikon boasts 2 of the year's best values. In compact cameras, the Coolpix 5200 is extremely automatic, and debuts in camera seamless redeye retouching. Just set the camera to redeye flash mode and forget about redeye (yes, it works)! This 5.1 MP jewel is only \$399.99. (There is an additional \$100 rebate on many Epson printers when purchased with a Nikon digital camera of 4.0 MP or more. When purchasing a PictureMate with



a Coolpix 5200, the printer ends up costing only \$29.99!) Anyone who feels digital photography is difficult has never tried this combination!

Canon is still offering the Digital Rebel camera, the best selling amateur digital SLR ever made. This 6.1MP camera with Canon zoom lens is now only \$899.99 after receiving a \$100.00 rebate from Canon (mail in). For 2004, the camera is also available in professional black finish.



Today is a day that ends in "y", so the price of memory cards must have come down. At least it seems like a daily occurrence. To a digital photographer, a memory card is like a roll of film, making it a great stocking stuffer.

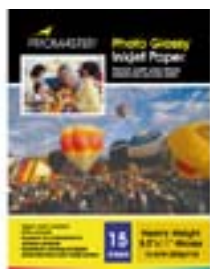


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A truly outstanding product is Promaster inkjet paper available in glossy and satin finishes in letter and 4x6 inch sizes. This paper works beautifully in both 4 color and 6 color photo inkjet printers, even with pigment based inks. It looks and feels just like regular photographic paper, and costs less than the highly advertised brands



Finally, a product category that didn't exist 2 years ago: cases for the digital SLR photographer on the go. We now carry the Crumpler line of cases including backpacks which carry both a SLR system and a notebook computer. The contents are protected from theft because the case opens from the rear, not the exposed side. The quality is first rate, and deserves a look the next time you're in.



That's it for another year. We hope you've enjoyed the newsletters and we look forward to seeing each of you in 2005. We wish you and your family a happy and healthy Holiday season and good fortune in the new year.

Lynne & Jerry

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