

Yea! It's May!

Warmer weather and flowers and all that neat stuff are back. Yippee! The seasons are changing and our world seems to be renewing itself once again. Yet, at least in our geographic area, things seem somewhat different.

Our winter has been more severe than the past few, and is taking longer to give way to the warmth of springtime. Our economy certainly has changed along with our governmental representatives, and the media is flexing its muscle over Wall Street. Our neighbors to the west are experiencing flooding, and further west electricity is a problem. We are being advised that we might be sharing that problem here in the New York metropolitan area during the coming months. Believe it or not, this can affect our photography.

I'm sure one or two of you have heard that digital photography is making strong inroads into mainstream picture taking. Think of what happens to the digital camera user without electricity....

Digital cameras are battery vampires. They suck the current dry in minutes. Most people use economical rechargeable batteries to power their cameras. What happens when you don't have the juice to recharge the batteries? Those cameras, which accept AA alkaline batteries, will suck them dry after 2-5 pictures. How long can someone afford to take pictures at that cost? In addition, many people won't be able to download to their a/c computers to free up memory space to take more pictures. There can and will be a limit to the number of pictures a person can take without downloading or purchasing more expensive, larger capacity memory cards.

While the digital pictures are stored magnetically, they are susceptible to intentional or accidental erasure. Only once they are written to a CD are they to be considered permanent! This problem becomes magnified when you think of Internet photo storage. What happens when the web site's server's power goes down? What sort of protection is there for your uploaded pictures? How many redundant servers does that company have? Is there a permanent copy anywhere? We will all get the answer to that question when push becomes shove.

My advice? Use traditional film cameras. You may still run out of film, but that's about the worst of it. Very few standard photographic cameras, flashes, etc. are rechargeable. Most take relatively inexpensive replaceable batteries. No power problems. Besides the very high quality of our Royal Premier processing by Kodak, another reason we choose to send your film and ours to them is because they have the very best backup power generating system available. One night during the winter of 2000 there was a major power failure in Bergen County. The already subdued light in the lab became blackness throughout. Within seconds, the backup generators were on line and business continued as usual. Only one roll was lost during the event: 1 out of about 30,000. Many smaller labs have

enough battery backup to safely close down operation so the machine doesn't break at startup, but whatever film in it is history. Don't let it be yours!

---

It's time to plan our photo field trip for the fall. We've received a few suggestions as possible places to photograph:

- The Intrepid
- Bronx Botanical Gardens
- A sculpture garden
- New Hope / Lahaska
- Sandy Hook Naval Station
- Longwood Gardens (again)

Do you have any suggestion? Do you like any of these suggestions? Please contact us and let us know.

---

There are changes in the film world. As mentioned last month, on May 15<sup>th</sup>, Kodak will officially discontinue Kodachrome 25 (the world's sharpest color slide film), Royal Gold 100 speed (the world's sharpest, finest grained color print film), all 12 exposure rolls of color print film, and many single roll packages of popular films. They are forcing us all into buying multi-packs.

Both Agfa and Konica are bringing out new families of films. Some of you are currently helping us test market the new Konica films, and the Agfa films should be tested during the early summer. We appreciate your help and value your input.

There are also many new products in imaging hardware. Epson just announced a new 6 color photo quality letter size printer that will work without a computer (or with one), printing from all memory cards directly for under \$250.00.

Promaster has announced a new 24-200mm lens to be available in late August. The price is not available yet.

Adobe Systems is discontinuing its popular Photo Deluxe software. It will be replaced shortly with Adobe Photo Essentials software.

Olympus has discontinued its very popular D360L introductory level digital camera (\$349) and replaced it with the new D100 BRIO. The D100 is a smaller, lighter, USB version of the same camera at only \$249. They are already in stock.

Kodak is changing the software on Picture CDs. There will be less advertising and more useful software (programs instead of soft sell advertisements) with no change in price. A changeover date has not been announced.

---

## TIME TO BRAG DEPARTMENT!

Within our industry there is a group of extremely knowledgeable individuals who earn the rank of internationally Certified Photographic Counselors. These CPCs have undergone a very difficult program involving cameras, optics, chemistry, photo finishing, digital applications, physics and video. Less than 1.5% of all applicants passes this rigorous examination. We are proud to congratulate

Rob Dunne

Michael (Mick) Holohan

Bob Warshaw

for achieving this status. Jerry, Lynne and Rob Brodo are already CPCs. To view a listing of all New Jersey (and worldwide) CPC Centers, please visit <http://www.pmai.org/sections/cpc002.htm#US>. Note that our stores represent 40% of the CPC centers in New Jersey!

---

If you haven't before, feel free to visit the photo hints page at our own web site. Get there by clicking the appropriate box on the home page at either [www.photosummit.com](http://www.photosummit.com) or [www.madisonphoto.com](http://www.madisonphoto.com).

We really hope you find these monthly e-letters worth the reading. I'd appreciate some feedback from more of you to that end. Just because we feel that something is worth writing about doesn't mean you find it worth reading. These articles are for you, not us. If there are topics you'd like, please e-mail us, call us, or tell us in person.

Thanks.