

Hi!

This newsletter is a little late this month because of the annual PMA Photographic convention and trade show. This year's was immense and very, very busy. The first part of this month's edition will be a glimpse of what happened there.

Whatever was digital got the most attention, whether camera, software, printing machines, memory, etc. Some of the cameras are worth mentioning because they are so innovative.

Pentax introduced the Optio S, a 3.2 megapixel digital camera with zoom lens. It is SO small it fits into an Altoids mints can! It's no toy. It looks great, feels great, and takes great photos. It is truly amazing, and should be available in less than a month.



Olympus debuted its long awaited Stylus digital camera family with 3 and 4 megapixel models. These boast the comfortably small size and ease of use Olympus is famous for. These cameras are also due to ship in March.



Certainly some of you have heard of Digital Ice[®], technology from Advanced Science Fiction. This technology eliminates scratches, fingerprints, etc. from prints, negatives and slides when prints are made. Our Premier Service by Kodak will soon be using Digital Ice[®] on all our processing, printing and enlargement services. Digital Ice[®] digitally detects and removes scratches, dust, fingerprints and other imperfections as they occur during the photographic process. This will be available at no extra charge. Both our stores will also be using Digital Ice[®] on our new flatbed scanners when we scan your prints, negatives or slides for you in house. This equipment should be up and running during April.

Kodak is discontinuing its (highest quality) Royal Gold series of film in the next couple of months. This is the best color print film we've seen so far and hate to see it go. If you are a Royal Gold user and want to stock up, do so very soon. Remember that film kept at 0°F does not age, so putting a few multipacks in your freezer is an excellent investment in quality picture taking.

While at the PMA convention last week, Jerry chaired a conference session about inkjet prints and their longevity. Speakers included Pilar Martinez, from the Image Permanence Institute at the Rochester Institute of Technology (http://www.rit.edu/~661www1/sub_pages/scrapbooklinks.htm), and Dr. Henry Wilhelm of the Wilhelm Research Institute (<http://www.wilhelmresearch.com/>) who helped write the American National Standards Association (ANSI) standards for image permanence. One major point that was stressed was that a high quality, 6 color printer is only part of the answer for excellent inkjet prints, but using the proper inks and papers as formulated by the printer manufacturers is essential. In one test, using an HP printer and inks with the correct HP paper and with a different popular paper dropped the longevity of the print from 73 years to 60 days. Amazing!

Canon introduced the EOS 10D, successor to the popular D-60. It is smaller, lighter and several hundred dollars less expensive than the previous model. This trend of smaller, lighter, less



expensive digital SLR cameras is sure to continue, with under \$1000 bodies becoming available late this year, or next year. Pentax also showed a gorgeous digital 6 megapixel prototype SLR under glass for release later this year which they claim will accept all Pentax brand lenses ever made.

Introductions of 35mm cameras were fewer and farther between. The most impressive point and shoot model was again a Pentax, sporting a previously unheard of 24-105mm zoom lens. Now that's wide angle! It is a beauty, like most Pentax IQ Zoom series cameras. It will be available shortly at about \$300.

While in Las Vegas, we saw many people trying to take pictures of the brightly lit night scenes on the Strip. The bright hotel lights made a great background for flash pictures of friends or family. Most of those pictures, however, won't come out as expected. The cause of this failure has to do with when the camera's flash fired. Most cameras fire the flash immediately when the shutter button is depressed, giving the proper flash exposure as long as the subject is within the flash's reach. Most intermediate and higher automatic point and shoot cameras also have a setting for slow flash sync. When this setting is engaged, the camera first exposes for the background (in this case the bright lights) and *then* fires the flash, illuminating the foreground. If you have a SLR camera, check out its second curtain flash sync specifications. If you can't find the section about this in your owners' manual, bring your camera in and we'll teach you how to use this setting.

Congratulations to Leslie in our Summit store (www.photosummit.com) who recently passed the first portion of her International Photographic Certification leading to her degree as Certified Photographic Consultant. Both Joe and Dana in our Madison location (www.madisonphoto.com) will be taking their final exams during the next few weeks. Good luck to them. Many of our staff are already CPCs, including Lynne, Rob, Mick, Bob, Bret and Jerry.

The Photo Summit has begun a photo contest for amateur photographers. Please contact Leslie at (908) 273-7427 for all details.

Have a great month, and make way for Spring!

Lynne and Jerry