

Madison PhotoPlus the Photo Summit **e-Photo Newsletter**

NOVEMBER, 2005

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Things We're Seeing We've Never Thought About

A regular customer visited one of our stores last week with memory card in hand, preparing to print a lot of pictures from a recent trip. He put it into one of our PhotoTeller® stations and input the pictures while telling us about the trip. When the printing was done, however, he felt there were pictures missing. He put the card in his camera, and sure enough, there they were. We put the card back in our machine - nowhere to be found!

Sometimes our jobs are like being detectives. Hmm, pictures on the card....visible in the camera...not visible in the printer...try another printer...still not there...check the resolution...no problem there.

AHA! The solution to this problem is that the image seen in the camera was the first frame of a movie shot in the camera. The customer knew he'd shot movies, but never thought this was one of them. Movie images cannot be printed (terrible resolution).

He left a relatively happy customer. We all learned about a problem which until recently did not exist. Here are some others.

"Shirley" copies flat artwork for artists. She's been doing this for years with her trusty 35mm SLR. Last spring she took the plunge into digital. She'd bought a new body and continued to use her macro lens (a special lens designed to photograph items close up or flat without distortion). For the first time, the images were not up to snuff. The sharpness and exposure were perfect, but there was some distortion.

By all accounts, everything should work correctly, but it's not. One salesperson then remembers a diagram he'd seen in a sales guide for another

manufacturer's lenses. From the accompanying illustration comes the knowledge that 35mm and digital SLR lenses collect and transmit light slightly differently. Even though Olympus Camera did not make Shirley's camera or lens, they supplied the answer. Even with 100% compatibility, things don't always work perfectly.

"Flo" and "Eddie" each come into the store with a CD full of images made when their 35mm rolls of film were developed. They both want a print of each file. Each has taken (successfully) 108 pictures. Flo gets her 108 prints. Eddie is shocked when he has to pay for his 324 prints! Huh?

After lots of head scratching and research it turn out that Flo & Eddie each had there film processed by different labs. When the CDs were burned, Eddie's lab scanned each image 3 times: high resolution, medium resolution and a thumbnail. The particular model Fuji processing machine creates such a CD by default. When told "print 1 print of each image", the printer did exactly that. (The other question is - should Eddie pay for 108 prints or 324?)

"Fred" and "Ethyl" each input their images into different Photo Tellers® within seconds of each other. Serendipity would have it that they were both at the Bronx Zoo the day before. They had previously never met, but one thing led to another and before long they were looking at each other's prints. Fred wasn't too keen on his, and both agreed that Ethyl's were far superior. Fred suspected that his new digital camera must be broken or malfunctioning. In conversation, Ethyl asked what camera Fred used. When he told her, she said, "That's the same camera I use!". 2 blank stares looked across the counter to our CPC (Certified Photographic Counselor™ who was serving them.

Fred went to get his camera from the car while Ethyl, a regular, schmoozed with the employee. After a

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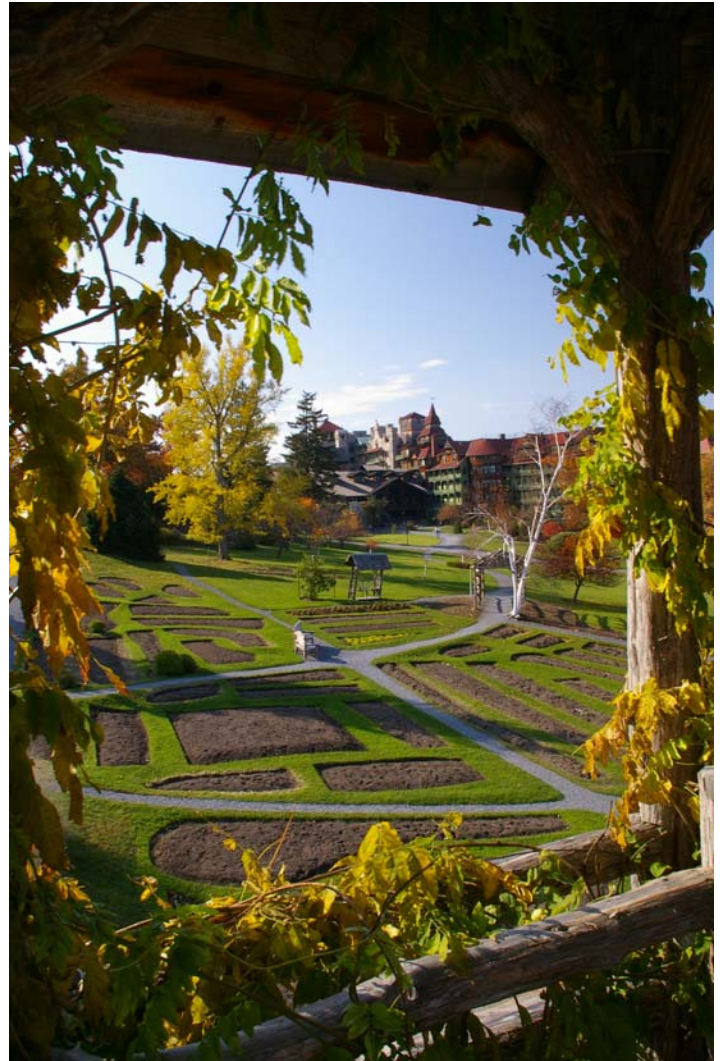
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few minutes checking out the camera, the CPC had it figured out. Wherever Fred had bought his camera, it came sans instruction. All the original camera maker presets were still set as defaults, including medium resolution and maximum compression. (Some camera makers intentionally set their cameras to give good screen resolution in order to pad the number of shots per memory card.)

Ethyl had purchased her camera from one of our stores and had its defaults changed for maximum picture quality (what else does one buy a camera for?) along with an explanation of what we had done. Her camera was set to take better pictures, and it certainly did.

Yes, We Take Pictures, too...

Lynne and Jerry recently returned from a long weekend at Mohonk Mountain House, shooting lots of autumn photos. Here are a couple for your enjoyment (we hope) ...



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Attention SLR Users

Wednesday evening, October 16th, Eric will be teaching our first Better Imaging Photo School (BIPS) session on SLR use - both film and digital. Details are on the next page. As of this emailing, there are a couple of spaces left available.

That's it for November. Enjoy photographing the best sunsets of the year here in New Jersey, and have a happy and healthy Thanksgiving

Madison PhotoPlus

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**Confused about SLR?
Don't be!**

B.I.P.S.

The Better Imaging Photo School



Madison PhotoPlus and the Photo Summit are proud to announce the next in a series of photographic workshops and field trips to teach the beginner and inspire the more advanced photographer.

Our next workshop, scheduled for **November 16th**, is geared towards Single Lens Reflex (**SLR**) camera owners. Topics will include camera handling, exposure control, composition, filtration, flash, interchangeable lenses, file formats, digital files, color balance and more. Owners of film as well as digital SLRs will benefit from this session. Our next program will be about basic digital photography. For information about other seminars, please ask any of our staff for details.

The cost of the workshop will be \$30,
payable in advance not later than 2 days before the session.*

It will be held at **MadisonPhotoPlus** in Madison, and will start at 7:00pm. Seating is limited. Refreshments will be served.



*Failure to attend will result in loss of payment. No refunds will be available.