

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

DECEMBER, 2005

We've said it before, we'll say it again

It's starting to feel like the holidays. Beautiful snow, crisp clean air, dramatic skies, and the reminiscences of what this season was like when we were children. There's certainly plenty of great memories to save with pictures.

When shooting the Christmas tree, menorahs, and other decorations, decide if you want to photograph the source of the illumination, or something else lit by those lights. The exposure system in your camera can handle the latter, but not the former. If your camera is limited to automatic settings, it can't expose for the contrasty light source correctly. You must turn the automation off and meter the item with the lights or candles off, and then use that exposure with the light sources active. Using flash will not capture the mood or coloration you want.

When shooting outdoors at night, turn your flash off. Your camera will try to expose for the average illumination, which is very dark. Light meters are at their very worst in contrasty situations, and having bright lights against a black background is as contrasty as it gets. The correct exposure is probably too long to hold steadily by hand, so be sure to use a tripod with a remote release or self timer. The colder the weather, the shakier we all are; you can't compensate for that. Use a tripod, no matter how small it is.

When taking pictures indoors without flash, remember that your exposure system will be fooled when you shoot facing a window or a lamp. Take your exposure reading up close to negate the effects of the backlighting from these sources. Automatic cameras will not work well in this situation. If you force your camera to use the flash, you'll get better results.

REMEMBER TO CHECK YOUR CAMERA AND FLASH BATTERIES. THEY ALWAYS WORK UNTIL THEY GO DEAD! FRESH BATTERIES AREN'T NECESSARILY GOOD BATTERIES – it depends a lot on how they've been stored before you get them. They could be stone dead in the package.

REMEMBER TO HAVE MORE FILM, TAPE, AND/OR MEMORY THAN YOU THINK YOU'LL NEED! Every year we hear from people that they ran out. You know our stores aren't high pressure, and we often got accused of bad business practice when we strongly remind you.

If you have any doubts about whether your equipment is working, please bring it in for a FREE checkup. No purchase necessary, no strings attached - We want you to preserve this year's holiday season with your best pictures ever.

Are digital lenses better?

Better, probably not. Different from film lenses, definitely. Lenses designed for film still cameras are generally designed to cover a larger surface area than digital or movie cameras. The smaller the capture device (film, CCD, CMOS, etc.) the more times the image must be magnified to make a print, fill a screen, etc. As we have previously learned, imperfections are magnified just as the image you're interested in is magnified. If something is not sharp to begin with, magnifying it will surely not make it look better. The smaller the capture device, therefore, the sharper the lens must be.

In addition, the silver grains which make up a film emulsion are three dimensional, not unlike grains of salt. While the primary exposure takes place on the upper surface (perpendicular to the optical axis of the lens), some exposure also occurs on the sides of the grains. Light striking the film from even a

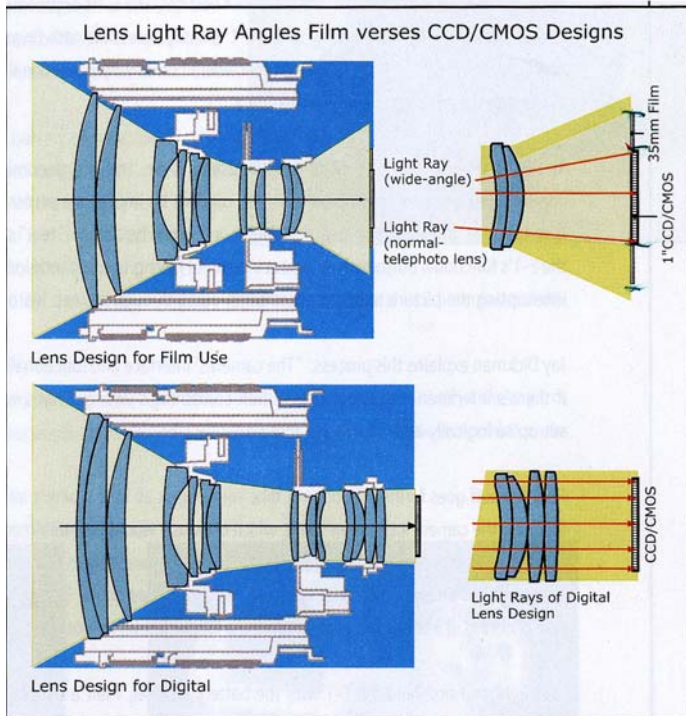
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slight angle can accomplish this (along with the necessary depth of focus) and yield very sharp results.

Digital pickup sensors are flat, 2 dimensional planes. As a result, lenses must be designed differently for digital photography. Some lens makers "remanufacture" optical formulas while other lens makers start over from scratch. The following chart illustrates these different lens designs (courtesy Olympus Optical Company). As you can see, the



digital formulation lenses send light to the pickup quite differently. The digital design lens will not work on a 35mm body because it will only fill a small central portion of the negative.

Each December we publish our recommendations for holiday gifting. The items shown on the following pages meet the following criteria:

They are way ahead of the competition in terms of customer satisfaction

They require fewer repairs (as a percentage) than competitive models

They offer greater value per dollar spent

They deliver what the manufacturer says they do (as closely as possible)

If you do not want to be exposed to this word from our sponsor, please don't go on to the next page.

Our Holiday wishes

We thank you for your business during 2005. We've tried our best to exceed your expectations of what we do. We remember that without you, we are nothing! We hope you've enjoyed the newsletters and we look forward to seeing each of you in 2006. We wish you and your family a happy and healthy Holiday Season and extended good health and fortune in the coming year.

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Casio's Exilim EX- Z55 is a shirtpocket size 5 megapixel camera with a 2.5" LCD screen AND a viewfinder. This is one of the very few cameras available this year that you can hold steady! It uses a 3X Pentax zoom lens and is exceptionally easy to use. It has been a leader in customer satisfaction. This is an excellent value at \$349.99



The best stocking stuffer of the season has got to be the Sanyo Xacti VPC-C5. This combination still 5 megapixel digital camera / 5 megapixel MPEG-4 (DVD quality) full featured camcorder measures about 4"x2"x.9"! You can even take a high resolution still picture while shooting video. You really have to see this to believe it - \$599.99



The D50 is Nikon's entry level digital SLR camera. It accepts preexisting Nikon lenses and offers ease of use and Nikon quality. In combination with Epson, you can get the camera and a choice of several true photographic quality printers some of which (after rebates) end up being FREE! The body alone is only \$649.99



Infinity binoculars come in a variety of magnifications and all boast both quality well beyond their price and lifetime guarantees. Superior optics and construction compare favorably with binoculars selling for \$750-\$1200. Prices start at only \$119.99 for a pair of 8x25.



This year's second best stocking stuffer is the Kodak EasyShare Picture Viewer. Instead of a 4x6 photo album in a pocket or purse, this \$49.99 (after \$30 rebate) gem holds about 150 images and displays them on a 2.5" color LCD screen. It weighs next to nothing and is truly a winner!



Two excellent quality, lifetime warranty zoom lenses specifically designed for digital SLR cameras are the Promaster 18-200 XR EDO and the Promaster 12-24 XR EDO. Come in and test these lenses against your camera brand lenses to see just how good they really are. You'll be amazed like we were.

18-200
with shade
\$399.99



12-24
with shade
\$499.99



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Pentax has the only true underwater / snowproof pocket digital cameras that are as small and easy to use as other point'n shoots. The WP (5 megapixels) and WPi (6 megapixels) are small, stylish and take great pictures everywhere. These are also ideal for dorm life, as accidentally spilled liquids won't hurt the camera. They sell for \$299.99 & \$349.99 respectively.



Canon has introduced the Digital EOS 5D SLR camera. This body accepts all EOS lenses, etc. & brings 12.8 megapixels to the table. This is really the first 35mm or better image quality with a full frame image sensor for under \$5000. It's not for everyone at \$3299.99, but it's quality is state of the art.



The Promaster 7500 DX flash is available for most Digital SLR cameras. This is the only independent maker's flash which works perfectly with the chips in the cameras today. It is priced at only \$269.99, hundreds lower than many camera maker's branded flashguns, while offering the same quality and longer warranty.



(1 out of every 7 flashes sold in the U.S. in 2003 was a Promaster flash.)

The Pentax *ist DL wins the contest for the strangest name yet in cameras. The value, however, is very high. This entry level SLR (\$799.99 with 18-55 zoom lens) will accept ANY and ALL Pentax lenses dating back to 1962! It delivers hundreds of excellent photos on a set of AA batteries (available even in East Podunk in a Sunday afternoon). Small, lightweight and easy to use.



The most popular photo quality printer this season is the Epson PictureMate Deluxe. It makes 4x6 glossy or matte prints directly from your digital camera or memory card - no computer needed. It is extremely portable and so easy to use that a great grandparent can use it. The incredible clear, colorful prints are rated (by independent sources) to last up to 200 years and are waterproof to boot. The per print price is 30¢ or lower. Only \$199.99



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Epson sells some very high quality paper for their Stylus Photo lines of printers. Coupled with Epson inks, they produce superior photographs. It should be obvious that a major electronics manufacturer also does not mill their own paper. When making photos, the printer must know details about the paper in use. This information is referred to as an ICC profile. When 2 different papers have the same ICC profile, they are typically the same paper from the same mill. Promaster inkjet papers match the profiles of corresponding Epson papers, but at a lower cost. While we cannot guaranty that they are the same paper, however, we can't tell the difference.



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