

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

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May 2006

## **And Another One Bites the Dust (part 645)**

Mamiya Camera Company is the most recent camera maker to exit the photographic industry. The official "obituary" follows:

Elmsford, NY, April 24, 2006 –

Mamiya O/P has announced that it's Optical Equipment Division, manufacturer of the leading medium format cameras and lenses will be transferred to a new company.

The new company, Cosmo Digital Imaging Company, Ltd. was formed by Cosmos Scientific Systems, Inc., a leading company in IT technology. Cosmo Digital Imaging will be able to combine its software expertise with Mamiya's photographic capabilities to further advance in the digital direction of professional photographic imaging technology.

Building on Mamiya's reputation and world wide distribution network, the new company will be able to achieve an even higher level of customer satisfaction. Service of Mamiya cameras, lenses and accessories will also be handled by the existing Mamiya distribution network.

Coming in the wake of a number of industry changes, this positive development gives Mamiya a new direction and a vision for the future.

Cosmo Digital is planning to execute these changes on September 1, 2006 and will retain a substantial number of present staff and facilities and acquire all the assets including inventory, property, trademarks and patents to assure a smooth transition.

R.I.P. Mamiya

## **Available Light**

Many photographers claim that they use only "available" light to take pictures. Some mean that they use only the natural light that nature supplied or that was illuminating the scene independent of the photographer. Others mean that they didn't use their flashes. Still others contend that they shot with flash, reflectors, and other gadgets. Who is correct?

Surprise! They all are. The photographers in the first 2 examples are using "ambient" light, which is the illumination present at the scene whether the photographer is there or not. It could be sunlight, candlelight, fluorescent light, what have you. The photographer is free to interpret this light any way he or she may see fit, perhaps using a filter or a reflector. By over or underexposing, the photographer can make it seem that there was more or less ambient light, but the actual light itself remained unchanged.

The third photographer combined "ambient" light and "available" light to shot his picture, in that he or she used any and all light available at the moment. If you have a flash in your camera, or with you, then it is certainly available, is it not? Of course it is. Using the flash or other available accessory supersedes the ambient light and often changes the amount or quality of the ambient illumination.

Many of photography's purists who have claimed to only use available light might have meant one thing, but misled the viewer by not carefully using correct terminology.

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## **A Little More About CDs**

As mentioned in a previous newsletter, most camcorder manufacturers are leaving tape behind and are going to either memory card or DVD recording media. Most are using Mini DVD-R discs, and are saying that the user can also work with Mini DVD-RW (rewritable discs).

Our stores have experienced quite a few (read that as too many) problems not only with using RW discs, but with standard Mini DVD-R discs. Camera owners - regardless of brand and model - have shot video which cannot be copied, transferred or sometimes even viewed on any TV. One user even used Mini DVD data discs and cannot see any recording at all. Even though the camera manuals say using Mini DVD-RW media is OK, we recommend that it not be used under any circumstance.

Camcorder users owning new models which accept SD memory cards are not encountering any problems that we are aware of. If you are considering purchasing a camcorder during the next few months, consider tape or memory card models. Consumer demand is very high for the DVD models. Although we will still carry them, we will point out the problems during sales presentations.



## **Newsletter Special**

Several inquiries have come in after last month's article on digital scrapbooking. Our Madison store now has about 25 different themes in stock, as well as many sample pages we've made up. The pages work well with any current photo editing program, such as Adobe Photoshop or Photoshop Elements, or whatever you may have. There will be a dedicated program on scrapbooking only co-written by Digital Scrapbook Place and HP which will be available in 4-5 weeks (they say 3 weeks, but don't hold your breath.). There is no limit to the number of pages which can be made from a \$20 CD, with sizes ranging from 5x5" to 12x12". They look great and hold up much longer than conventional scrapbook pages.

## **Knowledge is Good**

Congratulations go out to Adrienne of Madison PhotoPlus who recently was graduated from the International Certified Photographic Consultants program. After correctly answering over 390 questions covering knowledge from the birth of photography through today's digital software, Adrienne has reason to be proud. Kudos! This gives our stores 6 internationally certified experts, so there will always be at least one on hand when you need help. Once again, congratulations Adrienne!



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## The Bugs are Gone!

As you may have heard somewhere, sometimes new software and or products might have bugs in them. Huey is now bug free. Huh? Who is Huey? It's not so much who, as what. Huey is a product of Pantone, probably the world's foremost authority on color. Huey is an inexpensive device that color calibrates and manages your computer monitor so that your digital pictures will look right, and print right. Huey sells for only \$89.99, several hundred dollars less than other quality color management systems, and is about the size of a fat ball point pen. Stock should be arriving very shortly. An excellent review of Huey can be found at [http://www.northlight-images.co.uk/reviews/pantone\\_huey.html](http://www.northlight-images.co.uk/reviews/pantone_huey.html).



Momo Vuyisich

## Traveling and Passport Photos

May is probably the busiest month of the year for passport applications. If you've ever travelled and had your passport stolen or lost, you know what a hassle it is to get a new one from the U.S. Embassy abroad. As a special promotion during may for ePhoto Newsletter subscribers only, both MadisonPhotoPlus and the Photo Summit will supply a second set of photos (2) at no charge when you have your passport photo taken at either location during the month of May. Keep the photos with you when you travel. If your passport disappears you'll have an exact duplicate of the picture already in Custom's computer, simplifying the procedure and saving precious time getting a replacement passport while you're still overseas.

Just present a copy of this page when you came in for your passport photo sitting, and you'll get 4 pictures instead of 2! There is a limit of 1 set of free pictures per person (You can't have too much of a good thing, can you?).

That's it for another issue. Keep having fun taking pictures. See you soon.

Lynne & Jerry

## MadisonPhotoPlus

40 Main St., Madison, NJ 07940  
v. 973-966-2900; f. 973-377-1458  
[www.madisonphoto.com](http://www.madisonphoto.com)

## the Photo Summit

383 Springfield Ave., Summit, NJ 07901  
v. 908-273-7427; f. 908-277-0218  
[www.photosummit.com](http://www.photosummit.com)



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Bob Bell