

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

July 2006

Lightning Your Way

The prime time for man made fireworks is mostly passed (except for the wonderful display in Berkeley Heights on July 15th at 11:00), but nature's fireworks season is just rounding into form. Taking photos of lightning is easier than you may think. You obviously need a camera, and a tripod is essential. (The tripod can be a very inexpensive tabletop pod or a bigger, heavier tripod for more sophisticated cameras.) Not all point and shoot cameras are well suited for lightning picture taking, but most are.



Most cameras have a "B" or "T" setting for long exposure times, others have long exposure modes which can keep the shutter open for 10 seconds or so. If your camera has a built-in electronic flash, turn it off - if you are close enough to the lightning for the flash to reach, you'll have other problems the flash can't help. The lightning is extremely bright so additional lighting is useless.

Put your camera on the tripod, turn off the automation, set the focus to infinity and aim the camera towards where the lightning is expected. Set your ISO for 200 (use ISO 200 film) and your zoom to a slightly wide angle. Once you've gained confidence that you will successfully take lightning photos, you will use the zoom for its compositional value. Set your lens opening (f/stop) to between f/4.0 and f/5.6.

As you see lightning striking, aim your camera in that direction. If you have an AM radio, turn it on as it will help you figure how far away the storm is and how fast the storm is moving by listening to the static. The speed of the storm will not affect the photos of the lightning per se, but will affect the clarity of the clouds. Start shooting with an exposure time of about 10-15 seconds. If lightning struck during that time, end the exposure and start anew. Remember that the lightning is VERY bright and requires very little exposure - the shutter is held open so you can "trap" the lightning within that time frame. If you get more than one bolt in the photo, it is likely to be well overexposed.



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Congratulations, Eric

Eric Kazmirek was recently graduated Summa Cum Laude from Drew University and plans to remain on our staff. Eric spent 3 weeks in Germany last month, where he attended the opening ceremonies and 1st game of the World Cup. Many of his photos are available in MadisonPhotoPlus. He is currently preparing a full curriculum of evening classes and workshops set to begin this fall. If there are subjects you'd like to see covered, please email kaz@madisonphoto.com We value your input.

Welcome Back, Bret

After a five year absence, Bret is returning to our staff at the Photo Summit. Bret was graduated with honors from the Digital and Technical Imaging program at Rochester Institute of Technology. He also is internationally recognized as a Certified Photographic Counselor by PMAI. Besides being an avid photographer, Bret worked with Fuji for 5+ years in their professional lab division of Fuji-Hunt Chemicals.

New from Leica

In a little over 1 month, Leica will be introducing the new C-Lux 1 digital pocket size camera. Although the body will be manufactured by Matsushita in Japan, Leica is manufacturing the camera's lens and is responsible for the camera's programming. Although the cameras are not available yet, the retail price should be about \$500. The prototype we saw was beautiful, as one would anticipate from Leica.

Pet Portraits

Nearly 50 animal pets had their portraits taken on June 24th. There are still a few pet owners who haven't picked up their free 8x10s yet. They are really good photos - be sure to come to MadisonPhotoPlus and get them soon. All the portraits are on on view at MadisonPhotoPlus at and the Photo Summit for another few weeks.

Get'em While You Can

As has been discussed in previous issues, there are optical differences in lenses designed for 35mm vs. digital SLR cameras. New catalogs and price lists show more and more lenses for 35mm bodies are being discontinued with no stock remaining. It there's a lens or 2 that you've wanted for some time, get it while it's still available. As professional photographers continue to migrate to digital cameras, all 35mm items will continue to perish. If these items would continue to show strong sales, the manufacturers would continue production, but it's just not happening. Technology is not sentimental.



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New Feature

The authors of this newsletter would like to have a section with readers' comments, experiences and photos. If you have any comments regarding your equipment, software, computer or whatever, please email them to jerry@madisonphoto.com. Requests for anonymity will be honored.

Knowledge is Good

Lynne, Eric, Bret and Jerry will be attending advanced seminars and workshops in Minneapolis July 12-15. A report on their findings, experiences and their intuition will be included next month.

Newsletter Special

THE Photo Summit can now make instant 8x10 color photos from your memory card or CD in a matter of seconds. Our new Shinko printer offers fantastic color, great sharpness and blazing speed. Customers can now print any combination of 4x6", 5x7" and 8x10" prints quickly and easily in one simple operation.

To help introduce you to this new enlargement service, we offer you a buy 1 get one FREE special on 8x10" prints between now and July 22, 2006. Purchase a frame for your 8x10" print and get a second frame at 50% OFF.* Just print a copy of this newsletter page and use it as a coupon for these offers.

That's it for another issue.
Keep having fun taking pictures.
Remember to check your batteries.
See you soon.

Lynne & Jerry

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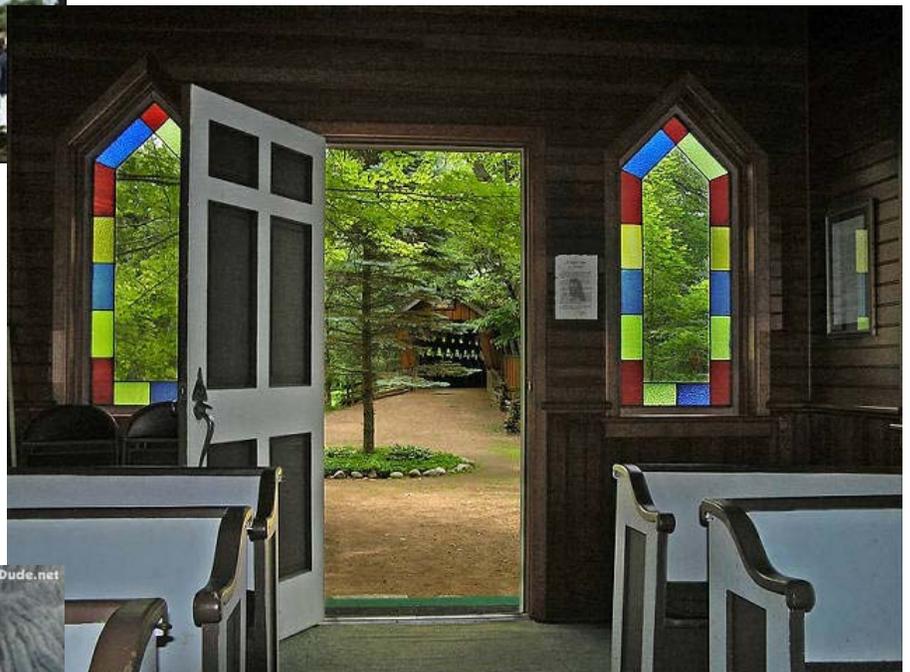
*Maximum of 2 free 8x10" prints per person. Maximum of 2 frames at 50% off per person. If the frames are different prices, 50% will be taken off the price of the less expensive frame. Prints and frames must be purchased together. This offer cannot be combined with any other offer.

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BBC News



Judy Johnson
BBC News



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