

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

August, 2006

Going ... Going ...

Photo Classes

On August 24th, Canon will officially announce the discontinuation of the SureShot line of 35mm cameras. This will close the chapter on the best selling line of cameras in history, as well as Canon's final departure from film photography. This leaves Olympus, Promaster and Leica as the last men standing in the 35mm film camera manufacturing business.*

How does this affect you? It means that with 99.x% certainty your next camera will be digital. This choice has been made *for* you.

What's a histogram, and is there something I can take for it?

Here comes our old enemy math again. A histogram (in digital imaging terms) is a type of bar chart of the brightness (and darkness) values making up a photographic file in a computer. Remember that your camera is now a specialized computer which happens to take pictures. Understanding a histogram and editing your digital photos are intertwined - manipulating the data expressed by the histogram is the key to success. Explaining how a histogram works to a non-scientific person has been a *very* difficult task, but it has finally happened. The MAC group, importers of Sekonic light meters into the U.S. has published a pamphlet, *Histograms and Light Meters - How They Work Together*, which gives a layman's explanation on this difficult topic. Rather than reprint it here, the booklet can be found on-line at <http://www.madisonphoto.com/Newsletters/meters.pdf>.

MadisonPhotoPlus and the Photo Summit are proud to (finally) present our Better Imaging Photo School (BIPS) schedule for the fall of 2006. The price of any session will be \$40. Each session will run no less than 2 hours in length and will be held at MadisonPhotoPlus. There is a limit of 20 people per session, and all seats must be paid for in full at the time of reservation. No unpaid reservation will be considered binding. If, for any reason, a session is cancelled, full refunds will be made. If a session is postponed, refunds will be available. If a seat is paid for, but not used, no refund will be made. A copy of the schedule accompanies this newsletter. It will also be listed at www.madisonphoto.com and www.photosummit.com.

Continuing with last month's newsletter, several of our staff members attended workshops in Minneapolis (where it was much hotter than here in NJ). He is our report:

- Photographic inkjet printing is on the rise, both in the number of people making prints, and the quality of the supplies offered.
- With the introductions of many low cost and second tier ink cartridge refilling station, the quality and longevity of inkjet photographic prints is suffering substantially. For more information, go to <http://www.wilhelm-research.com/>. These inks may be the right thing for text, but not for photos.

*There are still one or two OEM manufacturers making box camera quality cameras sold under a myriad of brand names. They are slightly above the toy level. Kodak and Fuji are still making single use cameras. 1

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Get Organized

•Pentax has begun shipping the new K100D digital SLR camera with shake reduction. The SR mechanism is designed to minimize camera shake by oscillating the CCD image sensor vertically and horizontally at high speed using magnetic force, while adjusting the speed of oscillation in proportion to the amount of camera shake detected by a built-in sensor. As a result, the system does not require special anti-shake lenses and can be used with almost all existing PENTAX interchangeable lenses made since the early 1960s.

•Sony is beginning shipments of the new Alpha 100 camera. Other than some early and pre-production reviews, this new camera remains untested, so time will tell.

•Kodak is discontinuing the manufacture of all their digital cameras. These were being primarily made by Chinon, a wholly owned subsidiary of Kodak. The camera making business unit is being sold to Flextronics, a Singapore company.

•A new sample pack of photographic inkjet paper is now available from Promaster. Please come into either store and pick up a package. Mention that you are an ePHOTO Newsletter subscriber and the sampler will be FREE! (a \$5.99 value).

•Nikon will be introducing a new 10.2 MP SLR camera this week.

When you come in to get your summer photos printed from your film or digital files, please enjoy a 20% discount on all photo albums currently in stock. Don't leave your pictures in an envelope in a drawer, show them off! If they were important enough to take, they are important enough to show to someone else. Any reader of this newsletter obviously enjoys looking at pictures, and so do your friends and family. Be proud of your pictures. Our stores are helping you save money while making your photos look great!

That's about it for this month. It's summer vacation time, so enjoy yourself and keep taking pictures. We've enclosed some on the next page we hope you'll like. See you soon!

Jerry & Lynne

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