

Madison PhotoPlus the Photo Summit ePHOTO Newsletter



“A camera is a tool for learning how to see without a camera.”

- Dorothea Lange

March Events

Both stores are sponsoring a new photo contest for amateur photographers. The theme of the contest is YELLOW.

Entries are due no later than March 20. The rules and an entry form are attached at the end of this issue. Prizes include a \$500 Nikon camera. The entries will be anonymously judged by the public March 23-24 at Madison PhotoPlus, after which the photographers' names will be displayed and prizes awarded.

Speaking of March 23-24, our Madison location will again host our Camera Buy-back weekend. Anyone who has cameras, lenses, flashguns, light meters, and accessories should bring them in at their convenience Friday the 23rd or Saturday the 24th. Payments are immediate. Not every item has value, but most do.

We are hosting this event; we are not the buyers. We do not have any knowledge of what they will offer, so asking us in advance what something is worth probably won't be very helpful. Not everyone will be as happy as one man was back in 2016. He brought in what his late father had around the house and ended up with over \$5000!

We do know the buyers are interested in both digital and film based cameras, especially those with interchangeable lenses. While you're in the store, please cast your vote for your favorite "Yellow" photo.

One lucky judge will win a prize just for voting!

On a very different note, Costco has very, very quietly sold or dismantled all their film processing labs from coast to coast. They're certainly not the first to bid film goodbye, and they probably won't be the last. As specialty photographic stores, we continue to process almost every size and type of film available and make prints from just about any size negative or slide.

Apple Thinks They Have a Better Way

(The article below is reprinted from an article by Crown Camera, Redding, CA.)

Apple's latest bombshell is a whole new image format and you may already be using it. HEIF stands for High Efficiency Image File and it is replacing the JPG format in iOS 11.

Where did this come from? Apple adopted it as a better way to save ever more complex images from iPhones, beginning with iOS 11. But they didn't invent it. The Moving Picture Experts Group (MPEG) did in 2015 and since it's a universal standard, there will be lots of support for it. Photoshop® is already compatible. Newer Apple devices already use HEIF and quietly convert to jpg when sharing with a platform that might not support it, like when attaching to an e-mail. As for your old jpgs, they'll stay that way. You'll never need to convert them or use them differently than you do now.

Four Big Advantages

High-Efficiency means lightweight. Images encoded in HEIF are about half the size of a jpg of comparable quality. That means faster processing and movement across networks which is important for mobile where increased battery life and decreased bandwidth use are paramount.

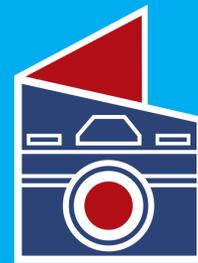
It's a container. One High Efficiency Image File can contain multiple images like Live Photos. Sure, a GIF can do that but not with the same quality. HEIFs support 16-bit color depth (256 times more than an 8-bit gif or jpg).

It speaks 3D. Dual cameras on the latest iPhones capture depth data that enable enhanced capabilities like Portrait Mode. HEIF records depth layers and other metadata to preserve these features and increased editing capabilities for later.

Simple rotation and cropping. Rotating jpeg 90 degrees requires that the entire image be resampled. It costs processing time and degrades image quality. But HEIF's support orientation and cropping as outside instructions that don't change the original pixel map. You can crop to-day and revert to the full image a year from now (in theory).

So, does this change everything? Not at all. Existing formats like jpg, tif, gif, png and others aren't going away. Each has strengths that will continue to suit their uses in a variety of capture and publishing platforms. When it comes to printing and sharing, we have no beef with HEIF either. Ordering high quality photo products from our website or in our store is just as easy as it is with a jpeg. If you do need to change a HEIF file to JPG, websites like aconvert.com can do it for free. So, HEIF is here. But there's nothing to fear. Mamma won't take your jpg away.

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If you have questions about saving, storing and printing your images, call us! Our experts are here to help.

Did You Say “WINDY”?

Here in the Northeast we've been getting a lot of winter storms. Tracking them alphabetically, last week's storm was named "Riley". Riley also brought wind - hurricane velocity in gusts. We've covered taking photos on snow, but now let's look at wind. Here's a few hints for shooting (in) the breeze...

There's an old saw that says that the slowest shutter speed the average person can hand hold a camera steadily is the reciprocal of the maximum focal length of the lens. A 70-300 zoom, for example, would require no less than 1/300 sec. shutter speed. This is because as the magnification of the lens increases, the photographer's own movements are magnified by the same factor.

Wind complicates the matter. For every 5 m.p.h. of wind, add another shutter speed. Using the lens in the above example, the same lens in a 10 m.p.h. breeze would require 1/1200 sec. shutter speed. You will probably have to use a larger lens opening to be able to use that higher speed. After a short while, you'll run out of faster shutter speeds. What to do?

It's tripod time, boys and girls! You knew you had it for a reason other than selfies. Tripods offer less mass than a human, and aren't affected by wind to the same degree. Here are a few facts to help you use a tripod under windy conditions:

A tripod must be heavy enough to support the weight of your camera and lens. You cannot reasonably expect a 6 ounce tripod to stabilize a 3.5 pound camera/lens. The heavier the tripod, the sturdier it is. The fatter the tripod's legs, the sturdier it is.

On most tripods, the center column can be raised several inches above the tripod's crown (where the legs are joined). The further that column is extended, the less sturdy it becomes. In contrast, the greater the leg spread, the sturdier the unit becomes.

Everything that can tighten or loosen on the pod must be as tight as possible to eliminate the transfer of vibrations.

Pressing the shutter release by hand undoes all the work you've gone through to secure the camera and tripod. Your touch moves the camera. There are only 2 good alternatives - use the camera's self timer or a remote release. If timing your shot is critical or important, you need the remote. Many modern cameras allow a cell phone to be used as the remote release. Most mechanical cameras require a cable of some type.

If you have an external electronic flash, its light output is brief enough to stop most movement and action. Some strobes are as fast as 1/20,000 sec. A flash isn't the easiest option to control, but it should help.

As an aside, earlier today a very unfortunate customer came in to have some prints made of the damage caused when an old tree fell onto his house. He was cold and shaking when he shot the pictures, which were therefore extremely blurry. Because the tree, house and his car were all different colors the viewer could sort of see the damage when it was pointed out. We felt awful, but could not make his photos any sharper.

Snap Shots

April is just around the corner, and will hopefully be a respite from this winter. We've several things in store for you. On Friday, April 13 at Madison PhotoPlus, we will be having a demo/workshop day. Besides our staff, personnel from Tamron, Olympus, Sony, Manfrotto, LowePro, Joby, Think Tank, Promaster, Azden, Op/Tech U.S.A., Nissin and others are expected to be on hand. You'll be getting more information as the day approaches.



Our Saturday Morning Sessions will start again in April, and continue most weeks through June. We are including more Photo Walks than ever before, and our Photo Field Trip is tentatively scheduled for Sunday, June 10. Each of you will receive a schedule shortly.

Enjoy the Fun of Photography!

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Photo Contest Rules

The theme of this contest is
YELLOW

All entrants must be amateur photographers.

Entries are limited to three photographs per entrant.

FOUR PRIZES WILL BE AWARDED:

1st: Nikon Key Mission 360 Virtual Reality Camera

2nd: Instax Mini 25 camera and film

3rd: Free Pass on June's Photo Field Trip

H.M.: Free weekend rental of any available camera and lens

ALL entries must be no smaller than 8"x8" and no larger than 14"x14".

ALL entries must be mounted

All entries must be received no later than March 20, 2018

Basic post process editing (exposure, cropping, color correction and sharpening are permissible

Entries can be printed and mounted anywhere.

Photos printed and or mounted in our stores as entries will be discounted 20%

All entries will be numbered and will be anonymous during judging

Winning prints made to approx. 11x14 and displayed in both stores through July, 2018.

Judging will be done by a panel of amateur photographers March 23-24
Winners will be announced during the week of April 1.

Winning entries must be supported by either original negative or file with metadata to confirm authenticity.

Madison PhotoPlus and the Photo Summit will retain rights to display all winning photos either physically or electronically.

Entrants Name _____

Address _____

street or campus address

city or town

state

zip code

Daytime telephone () _____

Email address _____@_____

This photograph was taken with a camera (brand and model) _____

This photograph was taken with a phone (brand and model) _____

I certify that I am the original photographer of this entry. Besides basic adjustments such as sharpening, color balance, brightness and contrast, no other computer, tablet or phone editing has been done.

I understand that Madison PhotoPlus and or the Photo Summit will display both physically and electronically any and all entries with my name as photographer. Neither store shall have any rights to sell or license this photograph in any form.

signature

Exhibited as entry #

Please affix this form to the back of your mounted entry.

ALL ENTRIES MUST BE DELIVERED IN PERSON

Please Print