

Madison PhotoPlus the Photo Summit ePHOTO Newsletter



**"A good
photograph
is knowing where
to stand."**

- Ansel Adams

The Easiest Way to Sharper Photos

One would think that every camera manufacturer would want every customer to get the best possible photo from every new camera. One would think - but NO!

With extremely rare exceptions, every digital camera ever made offers a variety of options regarding picture quality. As discussed in previous issues, there are varying settings for both resolution and compression. Out of the box the cameras are generally set somewhere in the middle of the range of each variable. To get the best quality photos the camera and lens can produce, one must override the default settings and set the highest resolution and least compression possible. In the past year or so some very high end cameras come preset to best quality - an exception to the norm.

One reason the camera companies started doing this goes back to the earliest days of digital photography - before memory cards. The original cameras had no removable media, just built in flash memory somewhere between 256Kb and 2 Mb. There was a 2 edged sword, either allow for more photos by making smaller files with less quality, or very few files of greater quality. The camera maker couldn't know which would be preferred, so the default was set in between. It's still that way.

Check your camera today. If you aren't sure how, bring it to either of our stores and we'll do it for you..

The Return of the Troubadours

As in years past, the Troubadours returned this December. Mama, Papa, Brother and Sister Troubadours. As in years past, it was gift giving selection day ...

Emotional Mama Troubadour knew what she wanted - sort of. As usual, she wanted to give a framed photograph of a family member to display at home. Last year it was a wedding photo of Papa's brother and his new wife. A fine family occasion. No weddings in 2017, though, so she was undecided between a picture of he late brother Lute or their new puppy, Tenor.

She felt that the last photo of Lute was appropriate, but it made her sad every time she looked at it. Tenor, on the other hand, made her "heart jump with Joy" (her words) every time she thought about him. What to do?

Papa Troubadour was another matter altogether. He always gave cameras - the best cameras he could afford. This year, he confided, had not been a very good year. But he ALWAYS gave a camera, because he knew that it captured the important events in life and could allow the recipient to share the experience across time and distance.

Brother Troubadour never wanted to give any gifts. Well, maybe that's not entirely true. He really didn't want to *pay* for any gifts. He looked at acrylic picture frames - didn't like them. He was told he had to get something for cousin Viola, whom he

personally did not care for. What to get?

A memory card! A perfect gift. Everyone needed more memory. He didn't know what size her camera required - or even if she owned a camera, for that matter. But what a great gift. A name brand and less than \$20. How could he go wrong?

Sister Troubadour needed a present for her boyfriend. She didn't want to spend a lot of money. They'd only been dating a few weeks and who knew how long they'll continue as a couple. Yet she wanted something nice. Walking past the photo album displays she picked up and examined a few albums. She saw some in leather, some with fabric covers, some vinyl books, and several with leatherette covers. She selected leatherette - remarking it was "good enough".

Mama decided to select and frame photos of both Lute and Tenor. This way there would be a bittersweet mix of happy and sad photos. She knew life was full of yin and yang. Papa selected the best point and shoot camera he could afford - not as good as last year's, but better than the camera four years ago. Brother and Sister were happy with their selections.

Why recount this event? It seems that Mama and Papa wanted their gifts to be personal and offer the benefactors pleasure over an extended period of time. Brother and Sister, however, had expressed no concept of long term anything. Their concern was that their gifts were "good enough" to get them through the Holiday without embarrassment. Ages, you ask? Brother and Sister are in their mid to late thirties. Mama, Papa & Viola are in their late sixties.

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Recommendations

We present the following gift ideas based upon the reactions - both long and short term - of customers who either purchased the products for themselves or received them as a gift. They are in no special order and without consideration of price ...

Interchangeable lens mirrorless cameras. We have kiddingly said to customers when leaving with their new camera that they are beginning a new love affair with their camera. Several came back and told us we were correct.

Tamron buyers were equally thrilled with their new 70-200/2.8 Generation 2 zoom lenses. Many compared them to their camera makers' version of the same lens and chose the Tamron instead.

Promaster Mobile lenses for Smartphones have garnered excellent reviews and we see the improvements in users' photos.

WANDRD (pronounced wandered) photo backpacks have received unanticipated raves. Even though this is a new company, their products have earned widespread favorable recognition for quality and design. Purchasers have sent their friends in to see them - a great testimonial.

Canvas Gallery Wrap photos are becoming more and more popular for people's homes as well as gifts. Since phone photo quality has improved, even those picture takers' photos have been done on canvas. (We use real artists quality canvas, not paper put through a texturizing machine to simulate canvas.)

The FujiFilm XP120 camera is our best selling point and shoot model. People

love it. Small and lightweight, pocket and purseworthy, it is also extremely easy to use. Not only is it safe to drop and submerge, you can shoot full HD video while snorkeling down to 50'. It can even hold most people's weight without any damage. We've experienced some families which have purchased 3 or 4 for their own use.

Last, but not least, Promaster XC series tripods. They fold so small and take up so little room when used that people love them. It's unusual for customers to sing the praises of tripods, but they do for these.



All of us wish each of you and your families an unforgettably great holiday season and health and happiness throughout 2018.

We also say Thank You for your patronage. We know there are lots of places to shop - thank you for selecting us.

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