



The Power of Photography

Those of us who work in the photography business are exposed to that power each and every day. Occasionally you are as well. Noted photographer John Wineberg discussed the power of even everyday photos in his blog. Feel encouraged to read his blog by clicking on this [link](#).

A problem is that we rarely recognize which seemingly mundane snapshot will be valuable in the future. Take good care of them - no one can tell which of them will become more valuable as time passes.

Rumor Mill and New Products

Since September's issue, new products and hints about future products have been stealing the show. First, what's available now (or very soon) ...

Nikon shipped their first production run of the new D850. If you're looking forward to getting one, you'll probably be waiting quite awhile. Nikon underestimated the initial demand for the camera - by about 80%. This is a difficult model to build and bring quickly to market. It is anticipated that the D850 will be shipped on an allocation basis for at least 18 months.

Nikon has quietly received several patents for full frame mirrorless camera lenses. and has told the photo press that such a camera is being developed. Only a year ago Nikon denied such product development. Patents point towards an expensive F Mount adapter.

Minolta is back. More accurately, cameras bearing the Minolta name are returning to the marketplace. Three new compact digital cameras were announced, but are not yet available. It is certain that these cameras are not made by the original Chiyoda Kogaku (Minolta), as Sony purchased all photography assets for Minolta from Konica many years ago.

Axis is a handheld stabilizer for steadying a smartphone while shooting video. Its small size and light



weight belie how really effective Axis is. Like other forms of stabilization, this negates the users movement, not the subject's. Axis works with all cell phones and cases and costs less than \$100.00.

Tamron announced a new 100-400mm Vibration Control zoom for full frame Canon and Nikon. Cropped sensor SLRs see this as 150-600. Although dealers expect Tamron to ship this new lens before Christmas and predict a selling price between \$700 and \$800, the manufacturer has remained mum on both issues.

Litra is now shipping its Torch light, ideal for shooting video or stills above or below the water's surface. Barely larger than a 1 inch cube, the rechargeable Torch emits up to 2200 lumens of 5700K light. It mounts via a flash shoe, tripod socket or magnet. Because it employs L.E.D.s, it rarely gets hot and can be hand held comfortably and safely. Another positive attribute is that this versatile light is only \$79.99.



click the photo for more info

WANDRD (pronounced wandered) is a new company founded by three brothers from Utah. They couldn't find a photo-video backpack which would take the abuse of the wilderness, extreme sports and city life, so they designed and manufactured their own. The [PRVKE](#) (link) pack comes in 2 sizes and is close to indestructible. It can also function as a sling bag, so the user needn't remove the backpack to access the camera gear. The bags may look unorthodox, but they are outstanding to wear and work out of.

Venus Optics has been making Laowa brand lenses in China for almost a decade. They concentrate on optical quality and forsake the automation so many starting photographers demand. Their lenses are manual focus and exposure and their focal lengths aren't run of the mill. Click [here](#) for more information

As an example, they make a 15mm f/4.0 full frame 1:1 macro lens with up to a 4mm shift function. And, speaking of macro lenses, they also make a 60mm f/2.8 macro which focuses from infinity to 2X life size. Both of these unique lenses testify that new, very useful optics can be and are being developed.



Not to fall a step behind Nikon, **Canon** is also "leaking" information about their upcoming full frame mirrorless system. They have mentioned that the camera(s) will use an all new sensor, which suggests perhaps a fourth lens mount in Canon's future. There's not any urgency here, as the earliest release date hinted at is the autumn of 2018.

Canon is also rumored to be releasing an updated version of the G1X compact camera. In terms of DSLR cameras, expect the T7 to replace the T6 during late winter - early spring, 2018.

Promaster is beginning to ship a plethora of new products, 2 of which are already in demand. The first is called Snap Scan Studio. This is a small tabletop device designed for photographing smaller items with smartphones. It is illuminated by LED lights, has 3 colored backgrounds, is powered by USB and easily folds down to 10"x10"x1 1/2". This truly portable studio will be great for students, researchers, and people selling products online.

The other product is a much larger, yet portable L.E.D. studio lighting rig. The LED1000B Transport Kit includes two very bright 1000 L.E.D. flat panel lights, complete with 6' stands, a/c adapters, barn doors, diffusers, and remote control in a 17"x12"x12" case. The CRI 95+ lights are dimmable to 10% of full output, and the color temperature is variable from 3200K to 5600K. Each light is also capable of being powered by up to 4 Sony type NP-F770 batteries for remote areas. It's a lot of light in a small package for \$699.99!

Sony is dropping hints about a larger format camera. Sony did not dispel the rumors that it has developed their version of a sensor the same size used in FujiFilm's GFX 50S medium format camera. This may or may not be available

next year - possibly not until late 2019.

Polaroid Original is the new company making film for older Polaroid integral cameras as well as their new camera, the One Step 2, selling for \$99.99. Explore it [here](#). They've lowered the price of Type 600 and Time Zero instant films by more than 20%. Film for Spectra cameras has also decreased. Both color and black & white are available in all three sizes. After buying the machinery and patents from the defunct Polaroid Corporation, they now have also reduced the development time on their films by about 50% as compared to their previous films sold under the Impossible Project brand.

We Put Money in Your Pocket

You've already received information on our camera buy back event being held Friday Oct. 13 and Saturday, October 14. We have additionally arranged exclusively for ePhoto Newsletter subscribers a special opportunity to meet with the buyers during the afternoon and evening on Thursday the 12th by appointment. If you are interested in bypassing the lines and waiting Friday or Saturday, please call Bret at the Photo Summit at 908.273.7427. Thursday appointments will be scheduled at the Photo Summit ONLY. Friday and Saturday will be at Madison PhotoPlus.

As we have done before, you can select immediate payment, or accept a store voucher for 110% of that amount. The voucher has no time limit or expiration.

Back to School

Here is the schedule for the next few weeks:

•Saturday, October 21• Autumn Leaves Photography

Weather permitting we will go for an instructional walk and shoot photos of the leaves in their natural environment. If inclement weather, the leaves will be photographed indoors in a studio type environment that can easily be set up at home.

•Saturday, October 28• Close-up and Macro Photography

There's a whole new world of detail when getting close enough to even the most commonplace subjects, yet being able to capture that image isn't easy. This session will help you get the right exposure, freeze movement and allow you to control the photo's background.

•Thursday, November 9• Photo Critiquing Session

During this session, the group will learn to critique a selection of photographs. Concepts such as exposure, cropping, metering technique, composition, color quality, etc. will be considered. This process allows you to recognize strong and weak points in photographs, important steps to improving your own shots. You are encouraged to submit some of your own photos in advance, which will be presented anonymously.



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Photo Hint

Many, many years ago some photographer came up with an exposure system that was so simple that many people thought it couldn't be any good. It's called the "Sunny 16" rule. It's basic tenet that if you are in bright sunlight, set your lens' aperture to f/16 and set to camera's shutter speed to whatever the ISO of the film is. What do you know? Perfect exposures. As the light level decreases, either open the lens' diaphragm or slow down the shutter speed to compensate.

Kodak published a chart with every roll of film illustrating the rule using the following considerations:

Direct sunlight

Open shade

Shade - overcast

Deep shade - dark overcast

Sunset (subject is lit by the sunset, not a picture of the sunset)

It makes no difference if your camera uses film or is digital; the rule still applies.



Another month has come and gone. As the summer's warmth spreads into October, autumn and winter will surely follow. We hope you'll enjoy the goblins and politicians later in the month and we'll be back in November with more photo news.

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