



October, 2008

Clear Your Desks ...

Here is a short true / false photo quiz. Submit your answers in order labeled 1-12 and e-mail to newsletter@madisonphoto.com. Please use the subject line "October, 2008 quiz". The 23rd reader submitting the correct answers no later than October 20, 2008 will win a 7" digital picture frame! Good Luck!

1. ____ Dropping a digital camera memory card increases digital "noise".
2. ____ Any inkjet printer ink works well with any inkjet paper.
3. ____ During and after the final Yankees' home game at Yankee Stadium thousands of camera flashes went off in the grandstands. Because it was a night game, the flash allowed the cameras to take better pictures.
4. ____ Doubling the number of megapixels in digital cameras yields double the quality of the final image.
5. ____ Cameras/lenses using image stabilization record as sharp an image as a camera mounted on a tripod.
6. ____ Using a flash outdoors during daylight is a waste of electricity.
7. ____ Most common photographic print sizes have the same proportions.
8. ____ Just like 35mm cameras all used the same size film, all digital cameras use the same size image sensor.
9. ____ A 1 gigabyte memory card records the same number of pictures when used in all 8 megapixel cameras.

10. ____ Other things being equal, there is very little difference in picture quality between a 7 megapixel camera and a 12 megapixel camera (as observed on 5x7 prints).

11. ____ Having more pixels is always better.

12. ____ If a picture looks great on a monitor or camera LCD panel, it will also look great as a print.

The correct answers will be submitted in the November ePHOTO Newsletter.

Polishing Off the Chrome?

No one has seen a roll of Kodachrome with an expiration date beyond 2009. Created by Godowsky and Mannes with sales beginning in 1935, Kodachrome has been the mainstay of color slide photography ever since. Its nearly grainless structure and superior image stability made it the most famous slide film ever. Its color rendering most closely matched that of human vision. It has been said that Kodachrome now commands sales of fewer than 20,000 rolls per year - not a good seller. Coupled with the fact that Kodak no longer processes the film, but subcontracts Dwayne's Photo in Parsons, Kansas as the sole U.S. lab, it would seem this venerable film is going on a permanent vacation.





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Snap Shots

Nikon recently introduced the D90 SLR camera as the replacement for the venerable D80. When doing so, Nikon created something really new - an SLR designed for still photography which also shoots video (movies). Whereas several generations of compact cameras have shot video along with stills, this is the world's first SLR. One less thing to carry.

Delkin Devices supplies an answer for a problem created by compact, point and shoot cameras. In days of yore all cameras had a viewfinder; today almost all have a liquid crystal display panel instead. This creates 2 problems, holding the camera steadily and seeing what is on the LCD outdoors in bright light. Image stabilization is helping solve the first problem, Delkin PopUp Shades solves the second. This self-adhesive hood mounts over the camera's LCD and shields it from light once it's opened. Push it closed and it is almost flush with the camera's back. It's a great solution for under \$20.



The all-in-one travel lens keeps expanding. Last month Tamron introduced a new 18-270mm zoom lens (prox. 28-405mm in 35mm terms) which is amazing. It is a totally new lens, not a rework of older optics.

During Photokina late last month, Leica sent the camera world buzzing with a new 37.5MP SLR, the S2. The sensor in this new system measures 30mm x 45mm, roughly a 56% increase in size over 35mm film format. This increased size permits the photographer to really get his or her money's worth in quality. Availability and pricing are yet to be announced ...



Microsoft has a new photographic beta site; <http://www.photosynth.net>. This site takes your uploaded photos (the more, the better) and creates a large panoramic (in all directions) composite image. Try taking 30-50 photos in one room in your home from different distances and different angles and uploading them. It's AMAZING, even for those of us who have been in photography for decades. For now the uploads and service is free, but for how long?

Panasonic, and eventually Olympus will shortly introduce and begin shipments (probably late November) of a major departure from previous SLR cameras. The DMC-G1 (Panasonic's first model) will be about 30% smaller than the smallest SLR camera available. It will be a new format, called



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Micro Four Thirds and will feature an all new format, sensor, lensmount, electronic viewfinder and more. Because Panasonic was never involved with SLR photography during the analog (film) era, it has no reason to keep the size, shape and weight of earlier cameras. To read a synopsis of this new camera system, please go to <http://www.dpreview.com/previews/panasonicG1/>. Our training on this new product family will begin October 28 with the U.S. premiere of the camera.



A short word to the quality wise ...

As the world's economy sputters, fewer and fewer people will be able to afford higher quality products made in better factories in quality conscious nations. Many manufacturers are moving away from Japan, Germany, the U.S., and Taiwan in favor of Vietnam, Thailand, Indonesia, Mexico and other nations lacking the experience in high quality control manufacturing. Bringing out items designed to sell at a profit (for the manufacturer) to an economically challenged world will necessitate lower manufacturing costs, lesser overall quality, shorter product life spans and other undesirable considerations.

If you are looking to add to or upgrade your photo system, think about doing it sooner rather than later. There is not the glut of product that is usually available at this time of the year. Replacement models are expected to be inferior to what is on store shelves now.

Another month has come and gone along with its picture taking opportunities. October bombards us with color - the turning leaves, billowing clouds at sunset - and, of course, Halloween! Have fun taking and making new memories (photographs). You already know you'll be glad you did!

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