



Your Camera: Care & Feeding

Here come the Holidays again. You may or may not be ready for them, but let's make sure your camera is. Here are some considerations for getting great photos painlessly ...

Cameras are electric and very, very few need to be plugged into the wall in order to work. Most, therefore, run on batteries. Yours probably does. It is essential that your cameras' batteries are up to snuff.

If your camera is a recent digital model, it either uses AA batteries, disposable lithium batteries, or rechargeable lithium ion batteries.

Let's talk about AA batteries first. This extremely popular battery size come either disposable or rechargeable. Disposable batteries come in 4 basic qualities at 4 different prices, each with different characteristics. Carbon zinc (also called paste) cells are the least expensive AAs, designed to put out energy slowly over a period of time. They work great in flashlights, poorly in photo products. Next come alkaline batteries. These are the least expensive batteries for powering an item which needs bursts of power rather than a long, slow drain. These work well in flashguns, 35mm cameras and a very few digital cameras. Like carbon zinc cells, they are known to occasionally leak, so never leave them installed for a long time.

The most recent innovation in battery chemistry is the oxyalkaline battery. These give 2 to 4 times the amount of service life compared to regular alkaline. They are very good for cameras, camcorders, flashers and most all photo and video applications.

Today's king of the AA batteries is the Eveready lithium AA. They can work about 10 times as long as alkalines, don't leak, have a longer shelf life and

other types. They are also considerably lighter in weight than the alkalines, and where some cameras and flash combinations use 8-12 batteries, this change in weight is very welcome.

Most digital cameras designed to use AA batteries today are engineered for rechargeable nickel metal hydride (NiMH) batteries. Besides being far more economical, they rarely leak, can work faster than disposable types and are better for the environment. Unlike older NiCad batteries, they have no "memory" and aren't hurt when recharged before they go dead.

Not all NiMH batteries or chargers are equal, although they are compatible. Batteries are rated in milliamp hours (mAH). The higher the number, the more energy they put out before needing recharging. Most cameras need batteries rated at 2000 mAH or higher.

Chargers not only can vary in how long they take to charge batteries, but also by how "sensitive" they are to the requirements of the individual cells. If 4 batteries need recharging, lower quality chargers charge all 4 batteries on a single circuit, often overcharging the strongest battery(s) (and weakening it permanently via excessive heat). Better chargers have separate circuits for charging each battery according to its needs, reducing overall charging time, and lengthening a battery's service life. Many of these better chargers are also variable voltage, allowing their use overseas without a transformer.

Most cameras today rely on a model specific dedicated battery for power. Almost all of these are lithium ion cells. Like all rechargeables, they always fail at the most inconvenient time, so the experienced photographer carries a fully charged backup (spare) battery. These dedicated batteries are more costly than AAs, but put out the exact amount of power in just the right way to match the camera's requirements.



Neither system is necessarily superior to the other, but the dedicated lithium ion batteries tend to be much smaller and lighter than multiple AAs needed to do the same number of photos.

Please remember that batteries don't automatically charge themselves when needed. You have to do that. Remember to do it BEFORE you plan to take pictures. If you're uncertain about your specific equipment, bring it in for a free checkup as soon as possible.

Photographing Holiday Lighting

There is a difference between photographing holiday lighting effects and holiday lights. The former is the scene illuminated by the lights; the latter is a picture of the bulbs themselves. If you want to take a picture of the bulbs themselves, use your flash. If you want to show what the bulbs look like when lit, turn off your flash, put the camera on a tripod (or little tabletop flexipod which may have come with your camera) and use either a remote control or the camera's self timer.

You may find that the colors of the lights don't look right. If this is the case, you must take the camera off auto white balance (AWB) and set it for incandescent or indoor lights. Some cameras have a scene mode for outdoor lighting at night or holiday lighting. You may actually have to check your instruction book to find out. You are certainly welcome to come in with your camera and we'll teach you how to set it or set it for you.

Snap Shots

Just the other day someone mentioned that the economy is not at its strongest. Many prices have been reduced to ease the pain of both the consumer and the manufacturer. In this spirit, we have attached a list of lower priced items for picture takers. This year's photos will appreciate in value as time goes on, and these products and services will help preserve the memories and experiences of this season.

We also hope that wherever you live, you'll do your buying locally - regardless of where you live. More than 60% of money spent with local merchants remains in the community as opposed to less than 20% through national chain stores less than 1% spent via the internet. As an example, local banks were more responsible with your investments than the big banks were. Your community banks aren't requiring your tax dollars to remain quasi solvent while their bigwigs make millions. Don't worry about the CEO of a conglomerate - worry about your home town. Shop locally. The nickel or dime more that you might spend may well end up saving you hundreds or thousands of dollars in the not too distant future. Acting as a community, we'll all get through this together.

Rather than include our annual product and services reviews and Holiday Shopping Guide, we sent an e-mail last week. If you did not receive it and would like a copy, request one at newsletter@madisonphoto.com

MadisonPhotoPlus
the Photo Summit



DECEMBER, 2008

Thank you for another year of your support. The part of our business that is most rewarding is the relationship we have with our customers. Being able to share your experiences, especially the happy ones, is what makes it all worthwhile. We are really honored to be trusted with the preservation of your lives and families for generations that will follow. We appreciate your being who you are and our interaction. It's nice to have the greatest customers in the world.

We all wish you and your loved ones the best Holiday Season ever. We hope to share a Happy and Healthy New Year with you all.

And that's about it for 2008.

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Gift Guide



\$10
or less
BUYS

- Digital camera LCD screen protectors
- MicroClean cloths for lens cleaning
- 3D motion bookmarks and rulers
- 4x6 pocket photo albums
- Photo mouse pads
- Microfiber DigiPouches
- Single use cameras with flash
- Decorative photo storage boxes
- Inova LED Microlights
- and more...



- Pop-Up shade (let's you see your camera's LCD panel outdoors)
- Custom printed, framed 8x10 enlargement
- Custom printed 3" Zoom photo album
- Wireless camera remote control
- Leather SLR grip strap (VERY comfortable)
- Personalized 2009 photo calendar
- Album for holding Photo CDs and index prints
- 10 print 4x6 bound photo albums with REAL prints, not photocopies
- Guidebook to Digital SLR Photography
- and more...



\$25
or less
BUYS

\$50
or less
BUYS

- 2 pack of 2 Gigabyte SD memory cards
- Spare digital camera rechargeable battery
- 3.5" high quality digital picture frame
- DVD camera instruction book
- Long lasting, high output rechargeable AA batteries with charger
- 30 minute personal photography lesson
- Monopod
- 50 sheet 8.5x11 ImagePRO inkjet photo paper
- and more...



- MediaTube HD - turn any TV into a digital picture frame
- GO! digital camera charger - works without any power supply (up to 5 times)
- Deluxe OLED digital pocket photo album
- 8 Megapixel digital camera
- The "Clamper" - a unique camera support
- 200 photos (up to 8x10) scanned to CD
- Full size camera / laptop backpack
- Custom printed, framed 20x30 poster print
- and more...



\$100
or less
BUYS

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