



July, 2010

The Future is Closer Than We Think

One of the reasons this newsletter is coming so late in July is that a few extra days made the future that much closer. More than a glimpse was seen last week during the Photographic Research Organization's annual convention & trade show.

3D or not 3D

We are about to be 3D'd to death. The technology behind *Avatar*, *Toy Story* and other films has quickly evolved into the consumer arena. Prepare to be sold on 3D TV, camcorders, still cameras, cell phones, PDAs, monitors, digital frames, projectors, and maybe even ice makers, ovens and drivers' licences. The ads will be impossible to ignore, let alone escape.

The TV and camcorder makers are saying that all the manufacturers are standardizing on the same system. This means that brand "A" cameras, brand "B" camcorders, and brand "X" TVs will all work together.

When using one compact still camera, the 3D images were bright and clear on the rear panel - without any special viewing device! The limitation is that the viewer's eyes must be centered behind the camera. For 2 or more people to view the 3D image, special glasses are necessary because each person is at an angle instead of centered.

The cameras, camcorders, etc. have 2 lenses each, which take 2 images, slightly out of register. Today's software will permit viewing or printing of either image with current printers.

The cameras and camcorders are somewhat bigger and perhaps an ounce heavier than today's comparable models. Prices were not announced.

As consumers, expect today's non-3D televisions to continue to decrease in price. Soon, very few people will want them.

Internetting

During the past year or so, camcorders for online content have been increasingly popular. Leading the way has been the Flip™ series of internet cameras, basically unknown before the advent of www.youtube.com. These cameras do not create videos designed for TV, but for internet viewing via a computer monitor. (A computer monitor has far less resolution than a HD TV.) These cameras, as well as copycat models from RCA, Kodak, Samsung, etc sold for \$150 - \$200. Some models didn't quite live up to sales expectations, and were closed out for as little as \$40 (and these were still overpriced).

This September the MyMuvi web camcorder will debut, with most units selling for \$100 or less. Unlike their predecessors, these webcams will not suffer from short battery life or short maximum recording times. These new 720P High Definition camcorders will have user changeable lithium ion batteries and will accept SD memory cards up to 32GB (and possibly larger) for extended recording times. Like the other cameras, they will play back and or download via USB and be one button simple.

Another Projection

Sunpak will be shipping a new Digital LCD projector in 2010. The unit accepts input from SD, SDHC, micro SD, Mini SD, CF cards or any USB source. Although it will mostly be used a/c, there



is a sealed, rechargeable internal battery. In a normally lit room and a bright, reflective white surface, an acceptable colorful 24" image is displayed over a distance of less than 3 feet. In a darkened room a good image up to about 5' is cast. The capsule shaped projector is too big for a shirt pocket, but will fit neatly in a man's sport coat pocket. It should sell in the \$200 price range.

A Packable Pack

LowePro has introduced the Versapack 200AW, a photo backpack unlike any other ... it can be laid out flat and packed in the lid of a Pelican™ style hard case or a suitcase. Specific information can be found at <http://products.lowepro.com/product/Versapack-200-AW,2171,14.htm>. This lightweight pack holds most DSLR cameras, lenses and a flash while weighing in at a tad over 2 pounds.

A Boon to Tourism?

Fuji will begin shipping a new high end camera in about a month, the F300EXR. Among other things, it boasts a 24-360mm zoom lens, manual exposure modes, and SLR operating speeds. A new feature in any general purpose camera is a 360° Motion Panorama usable in both vertical and horizontal modes. These full resolution panoramas can be enlarged and printed. At least on paper, this camera looks like the tourists' choice. Sometimes, however, what looks great on paper ...

Snap Shots

Overheard: Custom printed photo books fade after a few months and the pages in 2-3 year old books are yellowing. They shouldn't.

It is nearly impossible to find out whether papers used in today's photo books are archival. These books are printed on laser printers frequently manufactured by Xerox, HP and other business machine companies not normally associated with permanent output.

The companies who manufacture the books' covers, however, at least claim to make them to meet archival standards. The paper liners and glues are acid and lignin free.

Starting with a Google search of "archival photo quality glossy laser printer paper" and scouring the web sites of the 2 foremost authorities in this area (<http://www.wilhelm-research.com/index.html> and <http://www.imagepermanenceinstitute.org/>) - there are no assurances that these laser prints will hold up at all. There are no standards for the longevity of the toners or the toners after incorporation with the papers.

In light of this information, our two stores are now producing archival photo books using single sided Epson 5 star papers and Epson archival dye based inks. Unlike many other facets of life, permanence is something best not done with moderation.



5 QUICK REMINDERS FOR TAKING BETTER VACATION PHOTOS WITH ANY CAMERA

WHEN WITHIN 15 FEET OF YOUR
SUBJECT, USE YOUR FLASH
wherever you are - indoors and out

MadisonPhotoPlus the Photo Summit



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KEEP YOUR CAMERA LEVEL

IF YOUR SUBJECT GOES SIDE TO
SIDE, TAKE A HORIZONTAL PHOTO.
IF YOUR SUBJECT GOES UP AND
DOWN, TURN THE CAMERA AND
SHOOT A VERTICAL PHOTO

KEEP YOUR CAMERA'S LENS
CLEAN

KEEP YOUR SUBJECT OUT OF
THE CENTER

Hopefully you've gotten some photos showing the great skies that have been visible in the Northeast during the past month - there's been so many dramatic moments lately. Enjoy what remains of July.

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Bret, John P., John T., Josh & Lynne

Taking you into the light!

