



September, 2010

Something New. Oops, Already Obsolete ...

It's Photokina time! During September - October of each even numbered year the worldwide photographic industry migrates to Cologne, Germany. Typically this photographic trade fair fills 12 *messe* (trade fair buildings). In days gone by, Kodak, Agfa and Fuji Photo Film each had their own building at least as big as an NFL football field. Another building would house movie theater seating, another with photo lab machinery, another holds an exhibition of photographs, etc. In short, it is huge.

Each manufacturer showcases its latest and greatest technology and manufacturing prowess to the world. Although pro and amateur photographers often attend, this is predominantly a factory - wholesale - distribution and press event. Many camera and lens makers use this show to sell their products to the major brand names we all recognize. Long time readers of this publication learned long ago that NO photographic company makes ALL its products. Photokina is the event where the major brands contract with OEM (original equipment manufacturer) suppliers.

Every brand actively promotes their products to the world press, touting their latest and greatest. Product pricing is determined during the last days of the show, as well as last minute design modifications, etc. Additionally, each company shows potential products "under the table" to select wholesalers and major retailers as an advance preview of what is planned for 1-5 years in the future. At Photokina 2006 for example, camera makers showed HD video technology built into SLR cameras.

As a lead into Photokina, Canon recently held an Expo in New York City, Paris, and 2 other cities. Several of our staff felt honored to attend this show and look at developing concepts.

Besides demonstrating new products, Canon showcased several new areas of development, including a new "Cross Media Station" which links cameras, camcorders, TVs, computers and the internet wirelessly. Oh, yes, it also automatically downloads images, video, etc. and recharges camera batteries just by putting the camera on the station's surface - again without wires!

Canon also showed images taken with their new 120 Megapixel sensor. One image filled a wall and no trace of digital noise could be seen. It was absolutely amazing. Not quite as amazing, yet VERY impressive, were 2 new wall mounted monitors. The better of the 2 was an 8K display; the other a 4K unit. As a point of reference, today's newest HDTV sets are rated at 1K resolution. Multiplying things out, these displays offer up to 16 times the detail of current TVs. There is no visible pixilation under the closest inspection. 8K camcorders were making videos which were played on the screens.

There were other technologies at the Canon Expo, but this was just a warm up for Photokina





SEPTEMBER, 2010

Memory With Virus?

Many of our customers have reported difficulties in being able to download pictures or videos from their cameras even though they can see the images on its screen. There are two primary reasons this happens.

The first is that the user did not format the memory card in the camera before taking the first picture. If the File Allocation Table in the memory card cannot remember how and where it put its data, it cannot retrieve it later. It may be able to find *some* of the data - enough to show a thumbnail on the screen, but not enough to download. Do not rush and format your card now if it is not blank - any and all data on the card will be erased! Only format the card when it is empty.

The second is that an external source wrote some malicious data to the memory card, such as a virus. This occurs, obviously, without one's knowledge. This can all too easily happen whenever and wherever the card is placed anywhere other than the camera in which it was formatted. Here's a couple of hints:

1. Do not use the card in any other apparatus. Some people share a card between their camera and phone or music player. Any of these items can be a carrier for a virus that does not infect it. For example, a virus which attacks JPEG files might not affect the MP3 files containing music. When a memory card is inserted, it replicates itself on the card and goes wherever the card goes.

2. Before inserting the card in any commercial printing device, ask what virus protection is installed and when it was last updated. If the employee can't answer you, go somewhere else. (We have Avast installed in each of our machines and check for updates no less than daily.)

3. Don't let the memory card out of your possession. Lending it to a friend to get prints or burn a CD may be putting your card at risk if the other person isn't as conscientious as you are.

Snap Shots

If you are interested in knowing about new products and or new technologies affecting your photos, we try to keep our Facebook sites as current as possible. Our Facebook pages can be accessed at <http://www.facebook.com/home.php#!/pages/Madison-NJ/Madison-PhotoPlus/262774390127?ref=ts> or <http://www.facebook.com/pages/Madison-NJ/Madison-PhotoPlus/262774390127?ref=ts#!/group.php?gid=44465533719&ref=ts>.



Since page 1 was started several days ago, some pre-Photokina announcements were made, including:

- 1 new Canon SLR
- 4 new Canon Powershots
- 4 new Canon lenses
- 8 new Canon printers
- 1 new Canon print & film scanner
- 3 new Casio cameras
- 3 new Fuji cameras
- 2 new Nikon SLR cameras
- 3 new Nikon Coolpix cameras
- several new Nikon lenses
- 1 new Nikon flash
- 1 new Olympus SLR
- 2 new Panasonic Lumix cameras
- 1 new Pentax SLR
- 1 new Pentax lens
- 2 new Pentax Optio cameras
- ...and more...

MadisonPhotoPlus the Photo Summit



September, 2010

3D has arrived! The new Fujifilm REAL 3D W3 cameras are in stock. Viewing the 3D images on the camera's screen is incredible. No, you don't need any special glasses. Yes, the 3D effect works both with and without flash. No, vertical photos don't show 3D (on this model camera). Yes, the 3D movies require a HDTV 3D TV. Yes, there is a conventional 2D photo mode for printable pictures. Yes, it is fun and yes, it is under \$500.00 (but only by a penny).



Speaking of learning something new, the autumn, 2010 B.I.P.S. class and field trip schedule is attached. A couple of classes have only a few seats left, so if you are interested, sign up now! Besides in our stores, seats are available at www.madison-photo.com as well as the www.photosummit.com.

Thanks for enjoying photography. Be back next month!

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