



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



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!

MadisonPhotoPlus

40 Main St., Madison, NJ 07940

v. 973-966-2900; f. 973-377-1458

www.madisonphoto.com

*Eric, Jerry, Joy, Marie, Mario, Rob,
Sybil & Vincent*



the Photo Summit

383 Springfield Ave., Summit, NJ 07901

v. 908-273-7427; f. 908-277-0218

www.photosummit.com

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