



January, 2011

Big Brother

The Global Positioning System (GPS) is being integrated into mainstream cameras. Hooray? Now instead of knowing where we aren't, it can be proven where and when we are or were.

Picture this in your mind ... You pile your family into the car for a week's vacation. You head down the parkway and cruise through the toll booth in the express lanes and let your EZ Pass do the work for you. Counting down the exits as you whiz by, you come to your exit, pass the tollbooth again and cruise into the driveway of your beach front accommodations. The Bell man takes you to your rooms on the 19th floor & you settle in. What a view from the patio. You get your camera and snap a photo. Remembering you're on your vacation, you joyfully turn your cell phone off & put out the "Do Not Disturb" sign.

At dinner, you ask the waiter to take your family's photo. You hand him your camera and he awkwardly takes the shot and gives you the camera back without dropping it.

The next morning, you power up your notebook computer and send that dinner photo to a friend to show what a good time everyone is having. You may as well check your email while the software is running.

At week's end, accounts are settled, the car is packed and the trip home is made. It was so nice having a week of privacy and getting away from it all ... not exactly,

When you went through the first toll, your license plate was scanned and time date stamped. When you went through the toll area when exiting, your exact driving time and location were again recorded and time date stamped. Your average speed was recorded and put in a database. Each time you took a photo with your new camera it geotagged the date, time and exact (within inches) location where and when the shutter was snapped.

You transmitted all this information attached to the photo from the restaurant which you emailed. A somewhat talented computer hacker now knows not only that you aren't home, but that everyone who lives with you was at a certain restaurant that night, leaving your home empty and vulnerable. Sometimes our actions lead to unexpected consequences.

Since George Orwell coined "Big Brother is watching you" in 1949, one's personal life has become more transparent. The new crop of cameras and camcorders which include GPS tracking and recording may be a mixed blessing for some people. Within 6 months, every camera company will offer models with integrated GPS. Eventually most, if not all cameras will have GPS. When you select your next camera, check to see if that model will allow you to turn the GPS function off if you don't want to use it.

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EVIL on the Rise

One reason this month's newsletter is later than usual was waiting for the Consumer Electronics Show product introductions. As anticipated, more EVIL (Electronic Viewfinder Interchangeable Lens) cameras are being introduced by more companies. As suggested in earlier editions, these cameras are almost certain to replace those of traditional SLR design.

One advantage of digital camera design vs. film camera design is that the newer cameras have fewer mechanical moving parts. The cameras, therefore, will last longer due to less internal wear and tear, leading to fewer repairs and longer service life. The SLR design incorporates a very expensive, moving, front silvered mirror, shutter curtains, and a large and relatively heavy prism built into each camera body to permit through-the-lens viewing.

The EVIL design makes the camera mirrorless and prismless, making it nonreflex in structure while losing none of its precision and flexibility. As can be seen in the illustration below, the savings in

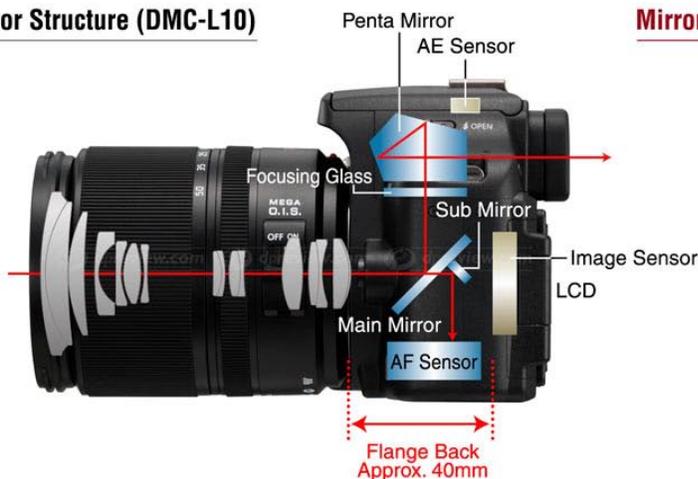
both size and weight can be very substantial. To build a new EVIL camera system with equal optical quality, pre-existing lenses will be too large to be accommodated without the use of special adapters (which may or may not allow all the camera body's functions to be usable).



Sooner or later, however, some camera maker will probably make a new camera which will be too small for practical use.

As EVIL cameras come down in price and dominate the market, millions of picture takers will have no choice but to get cameras with advanced features forcing them to take better photos!

Mirror Structure (DMC-L10)



Mirror-Less Structure (DMC-G1)



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Snap Shots

The more things change, the more they stay the same. At the CES show, Canon re-introduced a revolutionary concept in camera design: a compact camera with an eye level viewfinder. This under \$100 camera is pretty basic, but for those of us folks who lamented its demise, "Welcome back!"

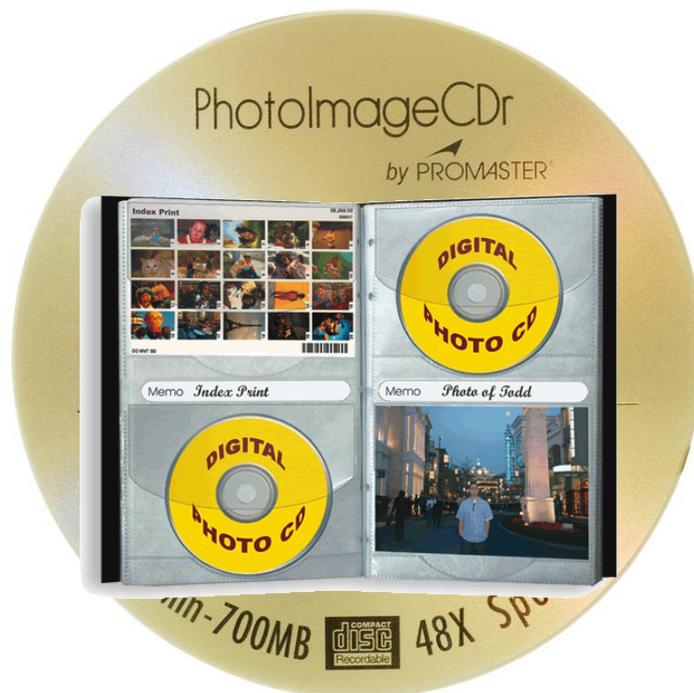


We are working on class listings and schedule for our Spring 2011 photo classes and field trip. We anticipate classes beginning in early March. If you have any comments, likes or dislikes, suggestions or questions about the sessions we offer, please contact Lynne, Bret, Jerry or Rob.

Winter evenings give us the opportunity to review and archive our photos from the past year. Remembering that nothing about digital photography is permanent until burned to CD, you may wish to review our April, 2006 article on the subject. You can find it at <http://www.madisonphoto.com> in the Newsletter Archives.

We have heard from many readers that storing the CDs can be problematic. Jewel boxes take up a

lot of room and after awhile get quite heavy. We still highly recommend the Pioneer CD48 album and refills.



Have fun with your cameras. Enjoy your photos. See you again next mon.th!

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