



May, 2012
Clear Your Desks!

What Have We Learned?

1. Using a memory card which is too slow for your camera will result in
 - a. longer wait time between photos
 - b. video "snapshots" instead of scenes
 - c. longer download times
 - d. all of the above
 - e. none of the above
2. Conversely, using a memory card which is too fast for your camera will result in
 - a. shorter wait time between photos
 - b. video scenes as long as the card accept or the camera allows
 - c. shorter download times
 - d. all of the above
 - e. none of the above
3. Memory cards should only be formatted
 - a. under water
 - b. in the camera being used
 - c. in a computer
 - d. all of the above
 - e. none of the above
4. Memory cards are still available for all digital cameras.
true _____ false _____
5. As you zoom a lens towards telephoto, your built-in flash's exposure
 - a. increases
 - b. decreases
 - c. is unaffected
 - d. all of the above
 - e. none of the above
6. Freshly out of a new box, cameras are preset to take the highest quality photos.
true _____ false _____
7. You've received a photo via e-mail. When opened in your e-mail program you can see the entire photo. It will make a good 4x6" print.
true _____ false _____
8. Prints can be made directly from all .JPG files. The same is true for RAW files.
true _____ false _____
9. When you click on "save" after viewing or editing a .JPG image, the image quality
 - a. deteriorates
 - b. improves
 - c. is unchanged
 - d. all of the above
 - e. none of the above
10. Which media is best for long term photo storage?
 - a. computer's hard drive
 - b. online sites
 - c. on the original memory card
 - d. on a flash memory drive
 - e. on a portable hard drive
 - f. on a CD
11. You cannot make prints from a memory card until it has been filled.
true _____ false _____
12. When photographing a group of people, which type lens is preferable?
 - a. macro
 - b. fisheye
 - c. wide angle
 - d. telephoto
 - e. none of the above



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13. Any battery can be recharged.
true _____ false _____
14. Cameras with interchangeable lenses are easier to use than pocket sized cameras.
a. never
b. sometimes
c. always
d. rarely
e. while on vacation
15. It is safe to take most cameras to the beach.
true _____ false _____
16. A computer virus can be transferred to your memory card without your knowledge during normal use.
true _____ false _____
17. All memory card brands are equally reliable.
true _____ false _____
18. You take a picture and make a print. Not everything you see on the camera's LCD screen is on the print. The cause is
a. inferior camera quality
b. different aspect ratios
c. the LCD screen is malfunctioning
d. any of the above
e. all of the above
19. The center of attention in your photo should be in the center of your photo.
true _____ false _____
20. Using a camera's flash outdoors, but within flash range, will cause
a. overexposure
b. harsh shadows
c. improved color and contrast
d. black backgrounds
e. underexposure
21. Which technique gives the sharpest, detailed photos when shooting sports?
a. using a maximum telephoto and highest ISO your camera offers
b. using a shorter telephoto with a larger aperture and lower ISO
c. using flash to freeze motion
d. using a light multiplier filter
22. A photo taken by a camera mounted on a tripod and fired by a remote release is ALWAYS sharper than a photo taken with the camera hand held.
true _____ false _____
23. Which scenario is worst?
a. a telephone pole in the background appears to be growing out of your subject's head
b. a groom's face, hair and tuxedo are ruined when his bride knocks over the Wedding Cake
c. A tree fell onto your car and totalled it
d. Grandma and Grandpa waving from the balcony as their cruise ship leaves the pier
e. not having a camera with you to photograph these events
24. A polarizing filter
a. can remove reflections
b. will darken a blue sky
c. helps saturate colors
d. absorbs about 2 f/stops of light
e. all of the above
f. none of the above
25. When a photo looks sharp on a computer's monitor, it will make a sharp print.
a. yes
b. no
c. not enough information is given
d. yes for color, no for black & white
e. it depends on the file type



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and the good news is ...

The first person who prints out and brings in his or her quiz with all 25 items answered correctly will win a custom printed 11"x14" canvas gallery mount photograph made from their favorite photo file - an \$80 value (We guaranty that a correct response has been included for each question.)

The fine print: One prize will be given at Madison PhotoPlus. One prize will be given at the Photo Summit. Only one prize can be awarded per family. The prize winners will be photographed and such photographs and names will be used in promotional notices without further remuneration to the winners. The winners must bring their own entries in person and pick up their prizes in person. In the event that two potential winners simultaneously present their entries, the winner will be determined by a coin toss.

Good luck!

2 VERY New Evolutionary Products



Shown above is the new Promaster Duolight 250. With the advent of SLR type cameras shooting HD video, having a built in flash only helps with still

photos. The Duolight 250 helps solve a lot of previously tricky lighting situations - some even before they arise. Here's why ...

... If you started from scratch to design the perfect light source, this might be what you'd come up with.

- The ProMaster Duolight 250 combines the power and features of a 250Ws monolight studio flash with modeling light along with a variable power continuous LED light all in a surprisingly small package.

- It can be mounted to a digital camera, a light stand, or placed independently.

- Multiple triggering methods include on camera shoe, pc cord, optical slave, or the built-in 8 channel 2.4ghz trigger.

- The guide number at ISO 100 is 164. That means you can hold this 10 feet from a subject and get a great exposure at f16.

- Interchangeable power supplies - a/c; AA batteries; lithium rechargeable batteries or 12v. d/c

Here are some of the specifications:

- LED output: Modeling Lamp - 3 watts; Video Light - 18 watts
- Recycle time: 1-5 seconds
- LCD control center: Easily control all flash functions
- Mounting: Metal hot shoe, studio flash stand adapter with umbrella adapter included
- Power: 4 AA batteries (not included), External AC power, External DC power, Rechargeable Li-Ion battery pack (optional)
- Weight: 18.10 oz. / 513g
- Dimensions: 5 7/8" L x 3 3/4" W x 4 1/2" H

and here's what comes in the box:

- The Hybrid HD SLR light itself
- 6-volt DC power cord
- 110V/220V AC power supply and cord
- PC synch cable
- FM RF transmitter, with battery, to fit your camera's hot shoe
- AA battery chamber

Amazingly affordable at just under \$300.



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Olympus began shipping the OM-D (aka E-M5) late last month. This innovative camera offers much to get excited about, including:

- World's fastest automatic focusing system*
- Dustproof and Splashproof camera body
- 16 megapixel micro 4/3 CMOS sensor
- 120 fps refresh rate electronic HD eye level finder
- USABLE ISO up to 25,600
- 9 full resolution frames per second shooting
- Tilting 3.0" OLED Touchscreen rear panel
- 5 different aspect ratios
- Superior optics
- 5 axis image stabilization



It also offers much desired intangibles. Pick it up, then put it down. You'll want to pick it up again because it feels so good in the hand. The viewfinder is startlingly crisp, yet not distracting. The balance is perfect. Using this camera is close to effortless.

During late April, camera dealers received this unprecedented communication from Olympus. This was the first such notice in at least a quarter century.

*as of February 8, 2012

(From Olympus HQ in Center Valley
April 23, 2012)

Attn: Olympus Authorized Dealers
Re: OM-D E-M5 Delivery

Initial response to the OM-D E-M5 has been fantastic! The new OM-D is truly an amazing camera and preorders are outstanding. There is extremely high demand for this product, not only in the United States, but world-wide.

We sincerely apologize to our customers. We had hoped to deliver E-M5s to all customers quickly, but demand is far exceeding global inventory availability.

We are truly pleased to see such a high level of interest in this Olympus product, and we appreciate and ask for your continued patience

\$1299.99 with M.Zuiko Digital EZ 12-50 (24-100) dust & splashproof, motorized or manual Zuiko zoom lens. Camera bodies only and other body/lens combinations are also available.





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May's Hint For Better Photos

Taking photos is fun.

ALL cameras are designed to be supported from the bottom, not the top or sides. Key reasons for supporting the camera in your left hand are:

Looking at and sharing photos with friends and family is even more fun, and remains so for a long, long time!

- your left arm and hand are typically stronger, allowing you to hold the camera steady longer
- your right hand* has the fine motor skills needed to depress the shutter button slowly, resulting in sharper photos
- holding from below keeps stray fingers from blocking the built-in flash
- holding from below with your left hand makes holding your thumbs out and pointed upwards more comfortable. This forces your elbows into your body for even more steady support.

Enjoy your camera. Enjoy your pictures even more! See you next month.

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*Like it or not, cameras are almost all designed for righties.