



November, 2012

A Battery of Storms

Sandy was not a nice lady to the Northeast last week. The day before she hit both our stores sold out of "D" alkaline batteries and most flashlights. After the storm some people complained about battery life. Let's look at why that was ...

The chemical composition of a battery determines the type of service it will deliver. Some types are designed for long, steady drain while others are made to put out pulses of power in short durations. Some batteries are rechargeable while others are not. Some batteries may be of the same voltage, but offer different amperage.

The most common size battery today is the AA battery. It is available in, but not limited to, the following designations:

PRIMARY (REPLACEABLE)	SECONDARY (RECHARGEABLE)
standard	Lead acid
industrial	Nickel Cadmium
heavy duty	(NiCd)
alkaline	Nickel Metal Hydride
Nickel oxyalkaline	(NiMH)
lithium	

Most photographic applications using AA cells were designed to work with primary batteries. Low drain items such as slide viewers, pocket flashlights, etc. have a single, low output bulb. When new, the battery will operate at close to 100% efficiency and light the bulb to perhaps 1 watt output. As the battery drains, it becomes less efficient and produces, for the sake of argument, .95 watts. Human eyes cannot distinguish the difference of .05% output. Eventually these long, steady drains my lower the efficiency to an output of .20 watts and is visually judged to be "too dim" and replaced.

The listing of primary batteries above shows the least expensive/efficient batteries first and the most expensive/efficient batteries last. The same composition types are also available in "N", "AAAA", "AAA", "C", "D", 6v (lantern) and 9v sizes. Unless you like changing batteries frequently, buy the best quality your apparatus can make use of.

WHENEVER YOU REPLACE ANY BATTERIES IN ANY ITEM, REPLACE THEM ALL! Throwing one weak battery in with other new batteries will cause the new batteries to overcompensate for the weaker cell and give a much shorter service life.

Batteries don't like to work in the heat. Batteries don't like to work in the cold. Batteries do like to be stored in the heat. Batteries do like to be stored in the cold (but not frozen). This storage life of batteries effects the internal chemistry. Heat amplifies the chemical reaction even if the batteries are in their original packaging (making the product "use by" dating relatively moot). Cold storage slows down the reaction and preserves the compounds.

When using batteries under cold conditions, they are unable to do the job they were designed to. When using batteries under hot conditions, they will discharge more rapidly - making them the most expensive of all. Unfortunately, many large battery resellers buy literally extra tonnage of batteries to get the lowest possible price. Because they can't sell them all at once, they frequently store them in containers or train cars that bake in the sun for weeks or possibly even months. When the end user finally buys them in pristine packaging, much of their service life is gone. What seemed like a very low price would have been so if the batteries had been at full capacity.)

Ah, yes, NEVER attempt to recharge a primary battery!



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The Hardware Store

Nikon has announced the D5200 SLR body on a worldwide basis. Nikon USA has stated that it will not be available until mid January, 2013 at the earliest. Logically, the camera will take on more of the technology of the D7000 in a D5100 body. No pricing has been announced.



Tamron will shortly begin shipping their new 70-200/2.8 vibration controlled lens in Canon, Nikon and Sony mounts at \$1499.99. Shipping somewhat later is the new 90/2.8 VC lens at \$849.99.

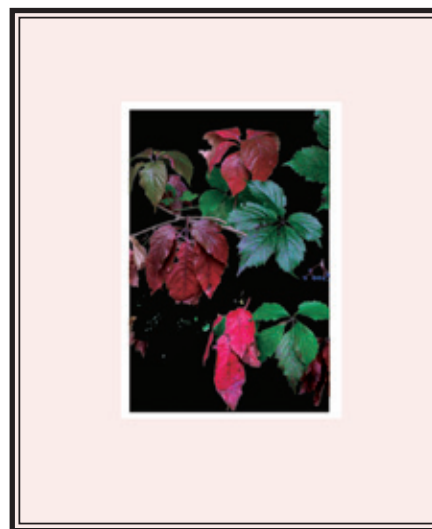
Olympus just stated that buyers of the XZ-2 or new PEN series camera can send for a free 8GB Toshiba air card (a wireless send/receive SDHC memory card). This promotion runs through the end of the year, and is a value of \$100.



Looking Ahead

Gift giving time awaits us. You're a photographer. You take pictures. You have photos no one else has. Dress them up and give them away. You'll be giving someone something nobody else can give - a part of yourself - a part of your legacy. We can

print to your specifications on your choice of paper, mat and frame your photo and giftwrap it for you. We can UPS it anywhere. Give something of yourself which will probably be appreciated more than anything you could buy.



Have a Great Thanksgiving - be back in December!

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