

## The Rumor Mill

It's that time of the year when the big brand names tease us all with what they may or may not introduce during the balance of the year. Sometimes the rumors are true, sometimes not so much. Here's some scuttlebutt ...

Rumor has it that Canon will announce 2 mirrorless interchangeable lens cameras. One is said to be a re-introduction of the EOS M with revised firmware. In theory, the camera will now work as it was supposed to. The second model is said to be higher priced with a greater number of accessories including an add on electronic eye level viewfinder. Canon has been very active in the professional video arena as it evolves into 4K and 8K systems.\*

Nikon has acknowledged that the Nikon 1 system has yet to sell up to expectations, and the newest rumors are the introduction of the D610. This is said to be a renaming of the D600 which initially got a less than stellar reputation for having specks on its sensor. There are also tales of a D400 camera body. This camera has been mentioned for about a year as being either the replacement for the long out of production D300s or a stripped down, entry level FX (full frame) body.

Nikon has also hinted at merging their Coolpix line of compact cameras with the Android® operating system, as pioneered with the Coolpix 800c.

\*The High Definition TV system used in much of the world today is 1920 pixels x 1080 pixels (1 megapixel) 4K and 8K systems (4 and 8 megapixels, respectively, are far along in development.

Olympus is poised to announce the OM-D E-M1 upgrade of the immensely popular E-M5 micro 4/3 mount camera. It's thought to be a beefed up, advanced version of the E-M5 with Wi-Fi. Additional micro 4/3 lenses are forthcoming, but little has been said about what focal lengths beyond a 35-100 f/2.0 zoom (equivalent to a 70-200/2.0 very high speed telephoto zoom.)

Pentax has updated several of its most high speed prime focal length lenses, and has been quieter than usual so far this season. This could be due to its recent takeover by Ricoh who has a long history of playing things close to the vest.

Tamron has announced development of a new 16-300mm VC zoom for cameras with APS size sensors which may or may not be available during 2014. It is anticipated that they will ship the new 14-150 VC zoom for micro 4/3 cameras before the end of 2013.

Sony has been VERY busy so far, but rumors persist that they will be offering a very inexpensive full frame sensor SLR in the Alpha series. Figures have been bandied about with prices going as low as \$900 for the body only. Also the hot rumor du jour is a full featured NEX camera with APS sensor in an eye level SLR type body - price undetermined. More about Sony later.

Fujifilm has developed and shipped cameras with their new backlit APS sensor in 3 "X" model cameras. They will supposedly upgrade most models with their new "supersensor" with incredible results at up to ISO 25,600! Additionally rumored is that all new "X" model cameras will have leaf shutters capable of silent performance and flash synchronization up to 1/8000 second. It is also thought

that all future "X" mount cameras will have full WiFi capabilities.

Welcome back, Minolta? Rumors from several sources suggest that Konica/Minolta will begin manufacturing high speed lenses for micro 4/3 cameras starting with a recently patented 43mm f/1.4 lens!

## SOME RUMORS PROVE TRUE

Sony has introduced the Alpha a3000 mirrorless SLR type camera. This heavily featured unit has the NEX lens mount, 20MP sensor, built in flash with flash shoe and fixed 3" LCD panel to compliment the built in electronic viewfinder. This is a lot of camera for only \$399.99! Oh, yes - an 18-55mm zoom lens is included in the price. Shipments are due to begin September 8<sup>th</sup>.

## MADE IN CHINA MEANS ...

After a recent conversation with a photography equipment buyer working with a large import company, this writer received the following message. The brand names involved are not important, but the message is...

*"I know these guys (a Chinese factory - ed.). This does not surprise me. At the show in Shanghai there were no less than 50 guys with identical stuff. All it takes to make this is a cnc machine and some tubing. One company bribes someone at another company for the CAD file and before you know it, another guy is producing stuff which looks identical.*

*"Where the rubber meets the road is usually in the attention to detail in assembly and how reliable their subcontractors are. Fortunately our factories are pretty much at the top of the food chain for these kinds of things.*

"The unfortunate thing in today's world is that the domestic market in China is so big that for virtually every product there is an endless supply of guys making it. When they don't get traction at home, they go looking to sell it other places regardless of what the market will support. Tripods are simple to build and cost very little to start production.

"We are seeing the same thing in electronic flash. 3 years ago there were only 4 guys in China making electronic flash and only 2 of them had the technical expertise to actually make them work. Today there might be 30 or 40. All with identical models, all of them using the same firmware that they obtained through the back door and most of them without the technical expertise to actually make them work. This is why Photix (a U.S. importer - ed.) only has Canon right now, the factory they use has not been able to "borrow" the firmware to make Nikon. They don't have the know how and are not willing to invest the high costs to develop it themselves.

"The world economy has certainly made being a retailer much more difficult."

Only the extremely naive would consider this applicable to photographic products only!

## COMPLETE FALL CLASS SCHEDULE

At 9:30 each Saturday morning in Madison PhotoPlus a different photographic topic will be discussed, as shown in the schedule below. There will be no charge to participate in the classes listed. Both novices and experienced photo enthusiasts should benefit from each presentation. Each session is designed to be completed in 45 minutes, so the classes will start promptly. Children aged 10 - 15 must be accompanied by an adult.

There is no baby sitting for other children.

## SATURDAY MORNING SEMINARS

7 September

Sports Photography

14 September

Introduction to Digital Picture Taking

21 September

A Child's Introduction to Picture Taking

28 September

Photographing Fall Foliage

5 October

Basic SLR (and Mirrorless) Photography

12 October

Adobe Photoshop Elements®- For Beginners

19 October

Close-Up Photography for ebay

26 October

Photographing Children

2 November

Scanning Prints, Negatives and Slides

9 November

Help Me Get My Pictures Out of My Digital Camera

16 November

Making Pictures with Your Smartphone

23 November

Principles of "People Photography"

7 December

Cool Gadgets and Innovations - Hands On!

## PHOTO HINT FOR SEPTEMBER

Mother Nature has been most unkind during the past few September - November span. Take advantage of the diminishing daylight hours and photograph your home (inside and out) showing as much detail as possible. Use your camera, not your phone. Take lots of pictures! Burn these to CDs and be sure to get index prints. Get a second set of CDs and send them to a relative who lives far away for safe keeping.

Should catastrophic storms hit your area again and cause damage or worse, these photos will be the proof of what you own. You CANNOT trust your memory to remember everything, especially in a time of stress.

If you keep your CD and prints at home, put them in something that is flat, heavy, and waterproof. Keep it on the main floor of your home. This is equally important if you are in a house, an apartment, or a dorm room.

Keep the memory available in your phone for pictures you'll need to take during and after the storm, should it occur. Keep in mind that your insurance company is banking on the fact that you will not have done this!

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