



CLEAR YOUR DESKTOP!

SECTION 1 TRUE OR FALSE QUESTIONS

_____ I will be using the same computer and hard drive 10 years from now that I am using today.

_____ I will be using the same smart phone 10 years from now that I am using today.

_____ It is safe to store my photos and videos on my computer's (or tablet's) internal or external hard drive(s).

_____ The internet is a secure environment.

_____ During October, 2013, Adobe Systems, Inc. admitted to having almost 3 million user accounts hacked. Many experts think the number of consumers affected is closer to 150 million.

_____ Between Thanksgiving and December 15, 2013, Target stores confirmed that a minimum of 40,000,000 customers' financial records were compromised via the internet.

_____ The internet (Cloud) is a safe place to store important information, such as photos and videos.

_____ 4x6, 5x7 and 8x10 are all the same shaped rectangles.

_____ Assuming the same lunar phase and ISO, a change of one f/stop is equal to a change of 2.2 shutter speeds.

_____ Megapixel count is the single best indicator of a camera's picture quality.

_____ Sensor size is the single best indicator of a camera's picture quality.

_____ Brand name is the single best indicator of a camera's picture quality.

_____ No single attribute is the best indicator of a camera's picture quality.

_____ Exif data refers to pixel density on a given sensor.

_____ If a memory card fits in a given camera, it will work.

SECTION 2 MULTIPLE CHOICE QUESTIONS

Most camera manufacturers make all of their

- ___a shutters
- ___b lenses
- ___c sensors
- ___d batteries
- ___e all of the above
- ___f none of the above

Bracketing exposures means
___a shooting a "before" and "after" shot

___b taking several measured different exposures of the same subject

___c taking photos parenthetically

___d holding the camera on a bracket instead of cradled in the hand

The world's best cameras are currently made in

- ___a China
- ___b U.S.A.
- ___c Thailand
- ___d Russia
- ___e none of the above

Formatting a memory card is important because

___a PCs and MACs require different formats

___b other devices need to know how and where picture information is stored

___c to determine if the memory card is counterfeit

___d choices "a" and "b"

___e none of the above

The sharpness of a digital photograph is determined by

- ___a shutter speed
- ___b aperture
- ___c ISO
- ___d camera movement
- ___e "a" and "b" only
- ___f all of the above

Some cameras using rechargeable batteries supply a cable to charge them in the camera. In view of this, which of the following is true?

- a excessive heat is created, shortening the life spans of the battery and the camera
- b battery charging occurs using a communications port, interfering with image downloading
- c the camera cannot be used while the battery is charging
- d "a" and "b" only
- e "a" and "c" only
- f "b" and "c" only
- g "a", "b" and "c"

When using your phone's camera, are you

- a allowing the government access to information about your private life
- b allowing advertisers access to information about your private life
- c supplying your personal history to anyone who steals or finds (if you lose it) your phone
- d none of the above
- e all of the above

When using film cameras, placing filters in front of the lens permitted modifications to the image being photographed. With digital photography, most modifications can be achieved afterwards in photo editing software. Which modification cannot (at this time) be done in the computer?

- a color correction
- b dynamic range
- c polarization
- d exposure correction
- e soft focus

Of the following choices, which is the only reliable long term storage media for digital photographs?

- a memory card
- b flash (memory) drive
- c photographic print
- d hard drive
- e floppy disk
- f Zip disk

Which of the following devices that you own and use today do you think you will continue to use 10 years from now?

- a cell phone
- b tablet or other computer
- c car
- d camera
- e hard drive
- f writing instrument (eg. pen)
- g TV

The answers to this quiz will appear in next month's Newsletter. Thank you for testing your knowledge and or intuition.



+



=



A MESSAGE FROM JERRY

Last month I learned that Sandrian Camera Shops are closing their stores. I have known Peter Sandrian for close to a half century and respected him as an honorable, dedicated businessman and a credit to our way of life. His stores have been well respected by customers, suppliers and competitors. At one time Morristown had four camera stores, and sadly now there will be zero.

Peter and I have served as directors and officers on many local, regional and national organizations, and have traveled the world both as friends and as representatives of the photographic industry. Too often praise for another person is not rendered until he or she is unable to appreciate it. I wish Peter and his family the best our world offers for many, many years to come.

Our stores welcome those former Sandrian customers who may choose to patronize us, and will serve them as if they had always been our own.

TRENDS IN PHOTOGRAPHY

In a few days camera makers and others will be displaying their new wares and services. Here are some things to expect ...

The inexorable advance of truly digital cameras, most notably mirrorless interchangeable lens cameras. All



the brand names we know are participating. FujiFilm, Olympus, Panasonic, Pentax and Sony have been leading the charge. Canon and Nikon seem to have stumbled a little coming out of the gate, but will surely re-enter the fray. Rumors have Canon possibly building its mirrorless presence in Asia and Europe (where mirrorless is strongest) and keeping a low (if any) profile in North America. Nikon is rumored to be preparing a full frame mirrorless camera for release during 2014.*

Tamron has announced their new vibration controlled (VC) 160-500mm zoom lens, and said they will be on dealers' shelves this month. Sigma is gloating over their 18-35/1.8 zoom. February's Newsletter will have more factual information.

The response to our online print and holiday card ordering has been better than we expected. Thank you so very much. In trying to bring at least one new service to the website each month, you can now order any of a variety of collage enlargements and posters via computer, tablet or smart phone

When taking photos on ice or snow, the subject frequently is very underexposed. If you are tentative about taking your camera off its auto modes, here's some help:

Set the mode to "P".

Look for this icon



and activate its function.

You will see a scale of numbers which usually go from

-3.....to.....+3

Set the camera to +1 for subjects in the shade, +2 for sunlit subjects, or +3 when in extremely bright scenes.

The camera will still work automatically, but will add extra exposure to compensate for the highly reflective ice or snow (+ means to add exposure). REMEMBER TO RESET THE SCALE TO "0" WHEN YOU ARE FINISHED.

If you are within about 10' of your subject, an alternate method is you force your camera to use its flash. It will add light to the darker areas. Do not use both methods at the same time.

For a good laugh at camera instruction books, please click [here](#).



If you're out and about and feeling cold, stop in, look at pictures, chat and remember that we speak photography fluently.

Be back with more next month - enjoy winter!

Madison PhotoPlus

40 Main Street Madison NJ 07940

voice 973-966-2900 fax 973-377-1458

staff@madisonphoto.com

www.madisonphoto.com

Jerry, Joy, Rachelle,

Rob, Vincent & Virginia



the Photo Summit

383 Springfield Ave. Summit NJ 07901

voice 908-273-7427 fax 908-277-0218

staff@photosummit.com

www.photosummit.com

Bret, Larry, Lynne & Vanessa

*If you have doubts about the vitality of the Mirrorless Revolution, please click [here](#).