



Gobble Dygook?

Once upon a time in the land we live in, Thanksgiving was a day shared with family and doing, what the holiday's name implies. As the holiday has become more of an economic beacon, family time has become abbreviated. There's less time for everything, including picture taking. Here are some tidbits to help you out...

Fifteen Minutes Matter: A day or two before family arrives, spend 15 minutes getting your photo and video gear in order. If you have pictures on your memory card, burn them to a CD or transfer them to your primary computer, verify they transferred without incident and reformat the memory card in your camera. Charge (or replace) your camera's battery and, if you have an external flash, make sure it's charged with new batteries and is in working order. Also, double-check that your lens cleaning cloth is in your bag. One rogue fingerprint can kill an entire series of shots.

Be attentive during "Down Time". The day includes transitions between events and some of the best images are shot during these times. For example, the connected conversation between parents after the dinner but before the cleanup begins – these moments are usually overlooked but are quiet moments of beauty when searched for. Invest your time to slow down and observe what is unfolding around you in between the major events of the day and keep your camera – or camera phone – switched on and ready.

Step back to get close. Pro photographers understand that capturing the authentic moments requires distancing yourself from the event both physically and emotionally. You don't want to be intrusive or call attention to yourself, so step back and zoom in when photographing a conversation or interaction, especially when it involves children. Nothing ruins a tender moment more than the closeness of a camera lens. It's also best to keep the flash off as well. Move towards stronger available light if possible but don't announce your presence with sudden artificial illumination.

~~x~~Selfies~~x~~ Groupies

Gathering family members together for a group photo is a daunting experience, especially when small children are involved. Advance planning will make life easier so take a few moments to consider how to best bring your group together. When others see that you've put considerable thought into the process, they're more likely to realize it should be a quick and effortless event!

Make life easier for everyone – including yourself – by taking group photos as early in the day as possible. Remember that consuming sugar makes red eye much worse, so try to shoot before the sweets come out. For elderly family members, make sure they have a comfortable chair to sit in and place others around them according to height. Younger kids can sit cross-legged on the floor in front. Getting engaged

smiles is an easier task if you stay connected to them. One accessory that can assist you in staying connected is a remote shutter release. It's one of the most helpful accessories you can keep in your camera bag for shooting family portraits. Besides allowing you to be in the picture, it disguises just when the shutter will be snapped. Our selection of quality remote releases is priced perfectly for your budget.

Seasons Change. So Do Memories.

Photographing the end of fall as it flirts with the entrance of winter can be an exciting time for those who live behind the lens. Mother Nature showers us with explosive colors falling from the trees against the impending reach of a snowy embrace. Different parts of the country experience this changing of the seasonal guard in different ways, but regardless of whether you are wearing shorts in Texas during Thanksgiving dinner or are bundled up for a frozen evening stroll in Maine, this time of year yields endless opportunities to take in the transition of seasons.

Here are a few tips to help you make the most of the season's gifts:

Consider Grandeur: Many photographs of autumn trees are taken from a head-on position. This approach is fine, but why not play with perspective? The next time you discover a tree exhaling its spectrum of



changing leaves, consider shooting upwards. This technique allows you to portray the majesty of the tree itself along with the colorful sunburst of leaves regardless of the weather. It also adds the benefit of working in the texture of the tree's trunk. The combination of texture and color can create a breathtaking image and help you see the season in a new way.

Explore New Areas: Even if you are spending time in your childhood town, a place you remember inside and out, you're now seeing with more experienced eyes. Every place changes over time and our memories sometime color our expectations about what our surroundings have to offer. Explore a local park or pathway with fresh eyes and try to view it through the perspective of a visitor. What do you see that challenges your memory, surprising you in unexpected ways?

Protect Your Gear: This time of year brings unexpected downpours, snow flurries and potential freezes, all of which can wreak havoc with your trusty equipment. Protect your investment with a couple of accessories designed to keep your gear dry and fully operational.

For wet weather situations, a ProMaster Rain Jacket will protect your camera and lens, allowing you to photograph in inclement weather without missing a shot. You can access all controls through two side sleeves and the transparent back panel allows you to easily view the LCD screen and monitor all controls.

Our ProMaster Weatherproof SD/Micro SD Card Storage Case is ideal for protecting your precious images from weather or environmental damage. Don't toss your extra memory cards into a jacket pocket or camera bag unprotected. This particular case is ideal for outdoor photographers who need to be in the center of the action, such as the GoPro videographer. It holds a plethora of cards, keeps them secure and protected from static electricity as well as the elements.

Gift Giving Guide

This time of year many of us think of others - their wants and needs. Thoughts like "I wonder what Uncle Snidely would like?" or "Brunhilde may want a pony this year, but what's something more practical that she'll like?"

Our answer is simple - give memories that last at least a lifetime. That's what photographs, and all that went into taking and making the photographs deliver.

Just about everyone today has a phone with built in camera. Over a billion pictures are clicked each day, yet fewer than .001% are looked at after 7 days. Even fewer are printed.

Imagine if you will a scene in your adult child's kitchen sometime in the future. A family member has passed away. Several people are standing and sitting lamenting the deceased. On the counter sit 3 items - a cell phone, a memory card and a photo album. One of the items gets picked up and is handled for a few moments. Instead of being put down, it is handed

to another person, who gets teary eyed before handing it to yet another mourner.

Which of the 3 items do you think it is?

Most people do not print their own pictures, but rather have someone else print them for them. Most people capture their own images (21st century lingo for take their own photos). People who care prefer to use cameras.

Speaking of cameras, we are constantly asked, "What camera should I buy?" or "What do you recommend?". We base our answers on the following criteria:

- >who is going to use it?
- >for what predominant subject matter?
- >where will it be used?
- >does the manufacturer stand behind its products?
- >what is the camera's track record **with our customers?**
- >is it a good value for the dollar spent?
- >does it do what the manufacturer claims it does?
- >how many defective units have we encountered?
- >are batteries and accessories easily available?
- >do customers return to us repeatedly for help using the item?
- >does the manufacturer stand behind their products?
- >would I give one to my mother-in-law?

We remind ourselves that cameras are tools, like screwdrivers, pliers or knitting needles. Our job is to find the best tools for you to gather the memories you want to preserve. When someone looks at a photo on your wall after 20 years do you think they'll ask what camera, lens, etc. was used to take it? Have you ever done it? Would it make the photo any



better or worse? Would it affect the memory in any way? Doubtful at best...

In general, over the past several years, our customers have been singing the praises of point and shoot cameras by Fujifilm. Over the past few years Samsung vowed to bring their photo products and service to the same level as their TV and cell phone divisions. We took in 2 models of compacts and so far they have been optically beyond our expectations. Their familiarity with Android® has created some of the easiest to operate cameras for youngsters and retirees and most people in between.

The best selling video camera we've ever carried is GoPro. We've had one defective unit out of the hundreds we've sold - an incredibly small percentage compared to any other brand we've carried. If you're shopping for a person with an active lifestyle, consider a GoPro Hero 4.

Cameras with interchangeable lenses fall into 2 basic categories - those relying on a moving mirror (SLR) and those that don't (Mirrorless). Nikon and Canon produce moving mirrored ILCs (interchangeable lens cameras) - all other manufacturers either have given up on traditional SLRs in favor of mirrorless, or never made SLRs.

All still picture cameras made in the past few years also record HD video. Mirrorless cameras are significantly easier and faster when it comes to video. With few exceptions, mirrorless ILC cameras are smaller, lighter, and faster than traditional SLRs.

As for optical performance - it is foolish to believe that any \$500 - \$2000 camera / lens combination is comparable to a \$4000 - \$6000 camera body with a \$1000 - \$5000 lens. Truly superior professional equipment is better. Mirrored SLRs dominate the professional arena because of their quality, flexibility and (on a relative scale) affordability.

For those of us not earning our livings day in and day out with our cameras, there are many cameras and lenses which are capable of producing professional quality results. When considering ILCs at \$1500 or less, each brand has 3 levels of cameras and lenses: Entry Level, Intermediate and Enthusiast-Advanced. At the Entry Level, Mirrorless cameras are close to cutting edge, while the same level SLR tends to make use of the makers' oldest technology.

At the Enthusiast-Advanced level most buyers already own some lenses from earlier cameras and may therefore be locked in to a certain brand and what it offers. A person in this category is easy to get a gift for - he or she will tell you *exactly* what is wanted.

The intermediate photographer knows what it is about his/her current camera that is not satisfactory, but may not know what new camera will solve the problem(s) without having to give up the positive features.

So, in each category, here are some recommendations...

For the ILC beginner - Fujifilm X-M1; Olympus OM-D E-M10

Sony a5100. Each camera is available with a "kit" lens, or body only (allowing you to select a lens more tailored to your picture taking requirements).

For the Intermediate ILC photographer - Canon EOS 70D, Fujifilm X-E2, Nikon D5300, Olympus OM-D E-M5, Pentax K50 and Sony a6000.

For the Enthusiast - Advanced ILC photographer Canon EOS 7 D Mark II, Fujifilm X-T1, Nikon D7100, Olympus OM-D E-M1 and Sony a7 or a7r.

Small Business Saturday

Saturday, November 29 will be Small Business Saturday sponsored by American Express. By purchasing at local independent retailers, cardholders can get credits to their statement of up to \$30. American Express members must register their card to qualify for the credits at <https://offerenroll.americanexpress.com/enroll/EnrollmentSitePage?offer=SMALLBUSINESSSATURDAY2014> between now and November 28.





We all wish each of you a Happy and Healthy Thanksgiving. Please drive carefully if you must drive. Our stores will be closed Thanksgiving Day and Night. We never forget that our staff all have their own families which are far more important than anything we could accomplish working. We hope you look back on the day with only the best of memories.

Use your camera during Thanksgiving. You'll never regret it. You never know...

Madison PhotoPlus

40 Main Street Madison NJ 07940

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

staff@madisonphoto.com

www.madisonphoto.com

*Bridget, Jerry, Joy, Rachelle,
Rob, & Vincent*



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