



## Photos From Phones

More and more people are making prints of photos from their phones. More than a few come away disappointed. Here's what you should know to avoid failure...

First things first - ALL digital cameras, including phones and tablets, can take photos at varying qualities. With rare exceptions, the factory default on smartphones is middle quality resolution. You should set your instrument to take the highest quality photos and video it can.

There is a difference between pictures you took with your phone and pictures you received via e-mail. You can control the quality of the pictures you take or send. You have no control over what you receive.

When a large file, such as a photograph, is e-mailed, the software may "dumb down" the sizeable photo file into as small a file as possible and sent. Upon arrival at its destination, the packets are decoded and the message and photo are viewable. The photo files are dumbed down so far that although they look great on a small LCD or LED screen, there isn't enough remaining data to make even a small print.

When you want to print an image from your device, iOS and Android devices operate differently.

Android devices store your photos like any other data and will transmit the full, original photo unless instructed otherwise. Many, if not most, Android

units accept removable micro SD memory cards which can be removed and handled like cards from a digital camera. Simply put, all the original photographic data is available for making prints and enlargements.

On the other hand, Apple's iOS stores the photos it takes differently than other data. Each image can be sent 4 different ways. In order to print, it is essential that only the file referred to as **actual size** is used. Because this is a larger file, it takes more time to transmit, but the wait will be worth it!

We recently invested in new equipment for making prints and enlargements directly from your smartphone or tablet. It finds the pictures you want to print in seconds and your prints are ready in minutes. No waiting. No shipping. No disappointments.

## Holiday Greetings

We have created 21st century greeting cards you'll be proud to send. These cards won't be available online because we make these cards with you, not simply for you. They can have a single photo or many photos. Some are single sided, some are double sided and some are folding cards. We offer a variety of paper surfaces.

## Snap Shots

Here in the northeast, many photographers agree that November brings the most photogenic sunsets of the year. Photographing sunsets isn't as easy as it often seems.

Although the sun itself is very bright, it is of very little interest in most pictures - it's how it lights everything else that is. As the reddish coloration deepens, longer shutter speeds must be used and a tripod (or some other camera support) becomes a necessity. The lighting is fleeting, changing by the second, and knowing "just the right time" to shoot is almost impossible. Setting your camera or phone app to shoot continuously is key in this situation and camera shake is a concern.

Even though the picture on the small screen might look good and sharp, you'll probably want a somewhat larger image to hang on your wall.



Most of us will have the good fortune to spend Thanksgiving with family or close friends. We'll take pictures to remember the event and people later on, and to share the photos and video with others who were unable to attend.

We encourage you to check your equipment before the holidays. Be sure your battery is charged, that you have ample room on your memory card(s) and that your lenses are clean. Especially in homes with young children, make certain that small hands didn't change the camera settings you normally use. If you don't have the time or ability to do the checks yourself, we'll be happy to do it for you at no charge, no matter when or where you bought your camera or phone.



Speaking of holiday get-togethers, you also should be in the photos. Depending upon your camera or phone, you can use either a tripod, suction cup mount or a "selfie stick". If you're using a tripod or suction cup mount, you'll need way to fire the camera. Use either the camera's or phone's self timer, a remote release, or the WiFi app (to have your iPhone or Android phone to fire your camera).



Last week Nikon reduced the prices of several SLR lenses. Some went down just a few dollars; some went down hundreds.



Slowly but surely our rental department is rounding out. Our newest offering is a Tamron 150-600mm for Canon EOS. On a full frame 5D or 6D series camera that equates to a 4° angle of view at 600mm. With a Rebel series or other APS-C sensor camera, the angle becomes as little as 2°. That's a long way off from the roughly 100° - 110° angle of view of the average human eye!



In our next issue we will again present you with our suggestions for gift giving, as well as some hints for your holiday and winter picture taking. Meanwhile, have a very Happy and Healthy Thanksgiving. Stay home that day, it's where you *belong*. If you must shop then, our web site ([www.madisonphoto.com](http://www.madisonphoto.com) or [www.photosummit.com](http://www.photosummit.com)) is available 24/7/365.



Congratulations to Ashleigh Scully, a Madison PhotoPlus customer. Ashleigh's photograph of a fox is hanging in the home of Vice President Joseph Biden. We are very proud to have printed many of this teenager photographer's wildlife photos. Click [here](#) to read more about Ashleigh and her photography.

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