



## Longevity

There has been a lot of discussion lately about the longevity or permanence of digital photography. There are photos taken for purely immediate use, like a car for sale or a pair of shoes someone wants to receive as a gift. Others, like the first picture of a new baby or the last photo of someone before their death should last as long into the future as possible. A major consideration is how and where to store them.

First, let's dispel some pseudo science and marketing myths - NONE of the following is true -

- Memory cards are safe for long term storage or they wouldn't be used in cameras and camcorders.
  - Computer hard drive data can always be recovered.
  - "Cloud" storage is forever.
- External hard drives are permanent and data stored on one are protected.
- Flash memory drives (also known as thumb drives, jump drives, etc.) are safe.

NONE of these can be permanent because (a) files can be deleted; (b) a virus can delete everything; (c) reformatting destroys all data and they can all be hacked.

But, they are convenient.

The Library of Congress stores their data primarily on CD-Roms as well as DVDs. They can't be corrupted,

hacked, overwritten, demagnetized or anything else. The Library makes redundant copies, and stores them at various locations around the country.

Fewer portable consumer products are coming with a CD/DVD reader/writer built in. One reason for this trend is manufacturing cost cutting. Not having internal disk capability keeps prices as well as physical size and weight down. All these devices work with external readers/writers.

Whether backing up your camera and video files or the scans of your slides, prints or negatives, please consider its future. Use CDs for longevity - flash drives for convenience - or both.

## New Products

Canon, Nikon, Sony, Promaster, Tamron and Olympus are starting to fill the pipelines with the new models they've introduced during the 1<sup>st</sup> quarter of the year.

Nikon has begun deliveries of the D500 SLR body. There are comments of battery and battery charger problems. A change in the formulation of lithium ion being used in the battery could be a cause. The DL series of fixed lens camera is DeLayed (pun intended) indefinitely, partially because of the earthquake at Kumamoto, Japan in April. More about the earthquake later.

Canon has been shipping their newest entry level SLR, the T6 for a few

weeks now, and the point and shoot models are shipping pretty much on schedule.

Sony is not having a great spring. Their Kumamoto facility made camera sensors and chips not just for Sony cameras, but for many other brands as well. Sony has cancelled ALL their promotions for photo and video products as of May 15. It remains uncertain as to how severe the damage to the factory is and when production can resume. Nikon just cancelled their promos for most Nikon 1 cameras and some lenses as well some 1 Nikkor lenses.

## Don't Lose Faces

As we have more hours of daylight and warmer days, we are out and about as sunset nears. As the sun lowers in the sky, the light we receive has to filter through additional miles of atmosphere and exhibits the reddish glow we see. In addition, the light source isn't overhead as it is most of the day. This strong side lighting causes one side of the subject to be very bright and the other side lost in shadow.

Almost all modern cameras have flash and now is the time to use it outdoors. Having a light coming from the camera will help "fill in" the shadows and have no effect on the sunlit side. The background will be unaffected. Remember that your flash will only reach so far, so this will work within about 15 feet with most cameras.



If you are beyond flash distance, using a white or silver reflector will help your picture, but cost you some spontaneity.

## Snap Shots

As in the past, our cash for your used camera buy back weekend was a great success. One of our participants walked away with a check for over \$16,000.00! Our next buy back weekend will be November 4-5.



Saturday Morning Sessions are in full swing. Our May schedule is

<b>•May 7•</b>	<b>\$10</b>
<b>Photographing a Graduation</b>	
Primarily aimed at high school and college ceremonies, this session will prepare you for the big event - whether indoors or out, in good weather or bad.	
<b>•May 14•</b>	<b>\$10</b>
<b>Interchangeable Lens Camera Basics - CANON</b>	
Things have changed since your last new camera, especially if this is your first SLR. This session is all about understanding how your Canon EOS was designed to do what it does and how to make it do what YOU want.	
<b>•May 21•</b>	<b>\$5</b>
<b>Travel Photography</b>	
What you'll need to bring and know for your destination, starting with what and how to pack.	
<b>•May 28•</b>	<b>\$10</b>
<b>Interchangeable Lens Camera Basics - OLYMPUS</b>	
Things have changed since your last new camera, especially if this is your first system camera. This session is all about understanding how your Olympus OM-D was designed to do what it does and how to make it do what YOU want.	

(The costs shown are for registering and paying for the session in advance.

Those who pre-register get session related valuable products far in excess of the registration cost. For example, the people who signed up for the Photographing Sports session received a \$40 monopod!)



# PHOTO FIELD TRIP

## LEONARD J. BUCK GARDEN

Sunday, June 5

Far Hills, NJ

On Saturday, June 4, our group will meet at Madison PhotoPlus at 9:30 for about an hour. There will be an orientation of what to expect during Sunday's Photo Shoot and cover topics like what to bring from home, where we'll meet, etc. If you wish to borrow any equipment for use Sunday, we will take care of it after the meeting. Our staff will check out any of your equipment and make sure it's working properly.

After meeting in the Garden's parking lot early Sunday afternoon, we will break up into small groups and take photos together with full time instruction from one or more of our Internationally Certified Photographic Counselors®. You will have to try very hard not to learn anything.

By the end of Monday evening, we expect you to bring or e-mail us what you consider to be your better pictures from Sunday's outing. These will be included in a slide show for the wrap up session as well as contest entries.

At 9:30 on Saturday, June 11, we will again meet in Madison and review our experience and anonymously critique our photos. This is the most important part of the entire learning process. After this, our prize winners will be selected and the prizes awarded.

The cost for all 3 sessions (including our contribution to the Leonard J. Buck Garden) is \$30.00. Payment is due in full no later than June 1, 2016. There are no refunds after June 2, 2016. The trip will be postponed in case of severe weather. Only active photographers will be permitted to attend. Space is limited to 25 photographers. Information about the venue can be found at <http://www.somersetcountyparks.org/parksfacilities/buck/LJBuck.html>. Please contact a member of our staff for any additional information.



Madison PhotoPlus  
the Photo Summit  
**ePHOTO**  
Newsletter

April - May, 2016



We have found a new source for processing obsolete film sizes. We can now process 110, 126, 127, 620, and Disc film. Kodachrome rolls can now be processed into black and white negatives with prints, but cannot be processed into color slides.



So be it for now. Have fun taking photos and enjoy making prints. Your grandchildren will be glad you did!

**Madison PhotoPlus**  
40 Main Street Madison NJ 07940  
voice **973-966-2900** fax **973-377-1458**  
staff@madisonphoto.com  
[www.madisonphoto.com](http://www.madisonphoto.com)  
*Jerry, Joy, Philip,  
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](http://www.photosummit.com)  
*Bret, Larry, Lynne & Vanessa*