



Virtual Reality

Upon returning from a session with Nikon, the key word became KeyMission. On October 26 Nikon will ship its new Virtual Reality cameras - the KeyMission 360, 170 and 80.



These new cameras are very different from any other camera Nikon has ever offered. They are primarily video (necessary for virtual reality) but can take reasonable quality still images. They work with WiFi, Bluetooth and NFC (Near Field Communication). They all use a EN-EL12 battery, one that Nikon has used in point and shoot cameras for several years.

Unlike competing brands of VR cameras, the KeyMission 360 automatically and seamlessly stitches the fore and aft images from each camera, instead of during post processing. The results they showed were incredibly good!

The ultimate playback device to view these videos is a VR headset, but a smartphone works well. Viewing your phone's image via any of the transfer protocols (iPhones do not support NFC, or "tapping") starts with the view looking straight ahead. By raising, lowering, tilting or rotating your phone you get to see what you would have seen to the sides, up or down, etc. as it was when recorded. The sharpness and color quality was very good.

This will be the first time a true virtual reality camera and system will become available to the overall population, and Nikon is betting much of their future on its success. The speed and breadth of its acceptance in education, surveillance, law enforcement, automated transportation and other adaptations make this a bet Nikon must now make.

How much for all this you ask? \$499.99

Additional Announcements

Tamron has shipped their new long zoom for full frame digital DSLR Nikon and Canon cameras - the SP 150-600mm/5-6.3 G2. This upgraded lens boasts much faster autofocus, upgraded, state of the art image stabilization (up to 4½ stops), flourine coating and compatibility with the TAP-in Console™.



The lens is already in stock at \$1399.99, including detachable tripod mount, lens shade, case and 6 year warranty.



Olympus showed 4 new items - one of which was under glass. The new OM-D E-M1 Mark II camera is said to be one of the most advanced cameras yet to be made. More about that after November 2nd's official announcement.

Olympus also showed 3 new lenses. The 30mm/f3.5 macro is one of the least expensive, high quality normal focal length macro lenses available. Unusual for a relatively inexpensive macro lens, it achieves a 1.25X

magnification ratio.

Also introduced are 2 new Professional Series lenses in the micro 4/3 lens mount. The first is a 25mm (50mm) f1.2 normal lens. Given how well Olympus mirrorless cameras perform in low light levels, this new lens will push the envelope even further. This is a big step in being able to stop subject movement in low light without needing a flash!

The third lens is a 12-100mm (24-200) f4.0 IS zoom. Besides being splashproof, dustproof and freezeproof, this "every-day" zoom lens is the first from Olympus to have internal image stabilization (IS). Coupled with the OM-D series's 5 axis IS, this lens allows the user up to 6.5 shutter speed steps without fear of camera shake affecting the photo. In other words, where using a shutter speed of 1/250 second might have been required before, only about 1/3 second would be now! Imagine being able to successfully hand hold a camera for 1/3 second and still get sharp photos. It's also Olympus's fastest autofocus lens yet.



Nikon is longer repairing most of their DSLR cameras. Nikon is the most recent camera maker to give up its Service Department. Pentax, Sony, Olympus, Ricoh and others did it sometime back. The cost of maintaining skilled repair personnel and equipment has become prohibitive. This does not mean that there are or will be problems getting products serviced, but where the technicians work and whom they must answer to.

As before, cameras, lenses and other items can still be returned to their respective manufacturers when necessary, but don't be surprised if they are returned from a company with a different name.

Madison PhotoPlus
the Photo Summit
ePHOTO
Newsletter

October, 2016



Special Event

Our stores will be holding a major regional event November 4-5 at Madison PhotoPlus.

Used PhotoPro will be on hand both days to purchase your no longer wanted photo gear. It could be either film or digital, new or used, working or not. They pay on the spot. When they were last here in March, one customer received a check of about \$15,000! While you might not fare so well, quite a few customers walked away with several hundred dollars each.

- newest products, including ...
- ... the about to be introduced Olympus OM-D E-M1 Mark II camera (as mentioned in last month's Newsletter) and the new lenses described earlier.
- ... the brand new Tamron 150-600mm G2 zoom lens.
- ... new remote microphones for video.
- ... the latest in on camera and studio L.E.D. lighting products from Promaster.
- ... the new Nissin i60A system flash for most interchangeable lens cameras.
- ... the Nikon KeyMission 360 system (if a scheduling problem is worked out).

There will also be sales and special promotions to celebrate the event. For more information, call Madison PhotoPlus at 973-966-2900 or the Photo Summit at 908-273-7427.

That's it for another issue. Please come visit us during our November Event and Sale.

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Autumn Photo Tips

If pumpkins will be in your photos, avoid including other items which are red, yellow, brown or orange. The pumpkins will stand out more when accompanied by blues, greens or black.

When little urchins come trick or treating, light them from below. Shadows above facial features are unusual and are frequently regarded as "eerie".

Training Yourself to See

As part of many photo classes, topics are assigned which are very open-ended. Here is an appropriate one for this time of year - orange. Take some photos that express and communicate orange.

Big Fall Photo Show

Bring it in!

November 4th and 5th, 2016
In the Madison Store

Camera Buying Event
Product Demos
Special Prices and Rebates
Special Sales

Scheduled for Demos from

TAMRON Nissin DIGITAL OLYMPUS AZDEN pro master OP TECH USA

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Representatives from several brands will be on hand with many of the season's